2026 BOARD OF DIRECTORS

Tamba Sellu, President
Courtyard by Marriott, Chico

Matt Reed, Treasurer
Butte County Fairgrounds, Gridley

Kate Pinsonneault, Secretary
Hotel Diamond, Chico

Jason Olivares
Oxford Suites, Chico

Ashley Dekellis
STVR Operator, Chico

Melissa Schuster,
Chapelle de L'Artiste Château & Retreat, Paradise

Sareena Merchant
Hampton Inn, Oroville

Natalie Sheard
STVR Owner, Oroville

Aaron Wright
CA State Parks, Oroville

Megan Kurtz
CSU Chico

Megan Gaddis
Community at Large

EXPLORE BUTTE COUNTY

BOARD OF DIRECTORS MEETING

July 30, 2026
Time: 1:00 pm - 3:30 pm

BCAG Board Room
326 Huss Dr, Board Room, Chico, CA 95928

Agenda

Public Notice Information: In accordance with the Ralph M. Brown Act, EBC agendas are available for public review outside the BCAG Board Room at 326 Huss Dr, Building E at least 72 hours prior to each meeting. The agendas are also posted on the EBC website at explorebuttecounty.com. Questions on agenda items may be directed to Nichole Farley, EBC President & CEO, at nichole@explorebuttecounty.com.

MISSION: Explore Butte County inspires people to discover Butte County, creates tourism opportunities that contribute to economic vitality, and builds community through partnerships.

VISION: Explore Butte County champions a diverse and flourishing tourism industry, making it THE must-visit destination in the North State.

VALUES: Authenticity. Innovation. Stewardship. Equity. Fun.

BRAND POSITION: The Explorer - Adventurer, Pioneer, Seeker, Open-minded, Resourceful, Tolerant, Ambitious, Down to Earth, Authentic, Determined, Outdoorsy

BRAND EMOTION: Belonging -Butte County should feel like more than a place you visit. It should feel like a place you're part of. One that invites you to jump in, soak it up, and connect through experiences that feel personal, grounding, and lasting. It gets under your skin and into your soul.

1. OPEN MEETING

2. CONSENT CALENDAR

   2.1. Approve Minutes from May 28, 2026 Board Meeting

   2.2. Approve May 2026 Financials (with authorization to update for TBID assessment revenues attributed to May 2026)

   2.3. Approve June 2026 Financials (with authorization to update for TBID assessment revenues attributed to June 2026)

3. ADMINISTRATIVE UPDATE

   3.1. 2025 FINANCIAL REVIEW BY CLA

   Significant Findings: Corrected misstatements - During the review, it was identified that multiple journal entries were required to be recorded to beginning net assets, fixed assets, revenue, and expenses.

   Draft Financial Statement

   Draft Governance Communication Letter

Recommendation: Approve Draft Financial Statement and Governance Communication Letter to finalize the 2025 financial review.

3.2. ACCOUNTING AND FINANCIAL ADVISOR

Lee & Sakai LLC is a full-service bookkeeping, accounting, and consulting firm headquartered in Sacramento, CA. Led by Managing Partner Marilyn Sakai, the 25-plus-year-old firm specializes in non-profit accounting, government grant compliance, human resources, and fractional CFO services.

L+S Proposal

Recommendation: Approve new contract with Lee & Sakai LLC for accounting services.

3.3. 2026 BUDGET UPDATE

Update on the 2026 FY Budget and approval of adjustments exceeding 10% of the total budget.

Staff Report & Supporting Documents

Recommendation: Adoption of the revised budget as presented.

3.4. RESOLUTION TO ESTABLISH THE AD HOC NOMINATING COMMITTEE FORM THE 2026-2028 TERM

The Committee shall consist of no fewer than three (3) Directors. The Committee is advisory in nature and subject to the direction and control of the full Board. Its sole purpose is to recruit, evaluate, and recommend a slate of qualified candidates for Board consideration. The Committee shall dissolve automatically upon Board approval of the Director slate in September.

Ad Hoc Nominating Committee Resolution

Recommendation: Adoption of the Resolution and Appointment of the Ad Hoc Nominating Committee as presented.

4. EXPANDING & DIVERSIFYING VISITOR EXPERIENCES

4.1. PRESIDENT & CEO UPDATE (Nichole Farley)

Update on Annual Goals. Update on community engagement meetings, industry events recently attended - what was learned and how will those learnings be incorporated into EBC.

5. INNOVATIVE & EXPERIENTIAL MARKETING

5.1. EBC MARKETING & COMMUNICATIONS UPDATE (Ashley Baer)

Update on Annual Goals. Update in marketing and communications activities for the first 6-months of 2026.

5.2. TRAVEL CHICO: END OF YEAR (JULY 2025 - JUNE 2026) (Ashley Baer)

The Travel Chico YIR submitted to the City of Chico to close out our 2025/2026 Contract.

Travel Chico: FY 2025-2026 Year in Review

6. IMPROVING ACCESS TO EXPERIENCES

6.1. COMMUNITY ENGAGEMENTS UPDATE (Lucia Mercado)

Update on goals related to Community Engagement, Butte365, the Zone Micro Grant Funding. Events recently attended and what has been learned.

6.2. SPORTS DEVELOPMENT COMMITTEE UPDATE (Nichole Farley)

Update on efforts for the sports development project

7. BOARD UPDATES & PUBLIC COMMENT

The public is invited to address the Board regarding any non-agenda items at this time. Time is limited to three (3) minutes per speaker. The Board may not take any action on public comment.

8. ADJOURNMENT

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EXPLORE BUTTE COUNTY

BOARD OF DIRECTORS MEETING

May 28, 2026
Time: 1:00 pm - 3:30 pm

BCAG Board Room
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1. OPEN MEETING - 1:03PM

Board Members: Tamba Sellu, Kate Pinsonneasult, Matt Reed, Ashley Dikellis, Aaron Wright, Jason Oliveras, Natalie Sheard

Attendees: Nichole Farley, Ashley Baer, Lucia Mercado, Angelina Matey, Melody Espindula, Eric Gustafson, Cindy Daniluke, Eric Smith, Eb Duran, Nicole Hill, Holli Drobny

Board Member Resignation – Sareena Merchant

Absent: Melissa Schuster, Megan Gaddis, Megan Kurtz

CALIFORNIA TOURISM MONTH/ BUTTE COUNTY TRAVEL AND TOURISM MONTH

2. CONSENT CALENDAR

2.1. Approve Minutes from March 26, 2026 Board Meeting

2.2. Approve March 2026 Financials (with authorization to update for TBID assessment revenues attributed to March 2026)

2.3. Approve April 2026 Financials (with authorization to update for TBID assessment revenues attributed to April 2026)

Move: To Approve the consent calendar as presented

Draft

Motion: MAtt Reed

Second: Aaron Wright

Vote 7 - 0 - 0 Motion Passed

3. EXPANDING & DIVERSIFYING VISITOR EXPERIENCES

3.1. UPDATE: MEDIA & PUBLIC RELATIONS (Nichole Farley)

Update on recent media and public relations efforts, including journalist visits.

Madden has helped EBC secure 3 pieces of coverage reaching a potential audience of 8,875,980. These include Food & Wine Magazine, Curated Travel Magazine, and Visit California's Hands-On Harvest Experience.

Media Outreach Overview – We are looking at 7 travel writers/bloggers that align with what we are trying to promote, including food, farm-to-table, and spotlight pieces on things that make our region unique.

BATW Travel Showcase – We pitched to 23 Bay Area Travel Writers.

Coming in 2026 – Nandita Godbole (Culinary & Artisan Markets), Margot Bigg (Unique activities, gold planning & night paddles), and John Holl (Visit Ca Gold Pass with Redding & Siskiyou, Craft Beer in Norcal).

3.2. UPDATE: BUSINESS DEVELOPMENT FOCUS (Nichole Farley)

Pivot in staffing to focus on Business Development and Lead Generation for hotel and lodging properties.

With our strategic plan goal being to drive more sporting events into the county, we are looking to do more in the business development and lead generation. Our staff will not become the sales managers for the hotels in Butte County, but we are looking to become an extension of our hotels sales team in order to help make connections that you can all follow up on. Looking into courses that teach us what it means to develop a strategy that will get our team in front of event and meeting planners. Nichole is signed up to attend a North Star Bay Area group in the Fall of 2026.

Q: Would EBC also be the liaison connecting the event planners to the facilities within the county that they need to connect with? Yes! We would help navigate the communications between our partners.

A: Do we pay into this? Yes, we have a membership with the Sports ETA and then we would pay for space at Trade Shows to be able to pitch. For now, we are focusing on developing our strategy, skills, and gathering resources.

4. INNOVATIVE & EXPERIENTIAL MARKETING

4.1. UPDATE: EBC BRAND REFRESH (Ashley Baer)

A look at the new direction of the Explore Butte County Brand, as a result of the Brand Workshops conducted on February 4, 2026 with Madden Media.

We have official updates, yay! Butte County is a destination in motion, one shaped by water, renewed identity, and a strong sense of place.

Brand Anchors: Molded in motion, homegrown adventure, norcal within reach, led by locals, nostalgia incarnate.

Brand Personas: Sequel seekers – they have been here before and want to keep coming back to experience new pieces of it, lovers of relaxed adventure (LRA) – usually no kids, they don't want to be passive, but wants a relaxed explorative experience, Butte County residents (BCR).

Emotion to Evoke – Belonging

Voice & Tone – Confident, playful, clever, active. "Not what you expected, exactly what you needed' "Some places just flow different"

Color Palette – Water comes to the forefront with more blues and keeping the yellow and green as primary colors to keep us granted.

Q: Jason – How quickly will we be updating everything?
A: This is a 6 month turnaround, the goal is to have the website updated first and by October, then the other branding pieces will come after to update the printed adventure guide, car wrap, etc.

Q: Matt – Will the layout of the website be changed?

A: The CMS is changing on the backend, which is mostly why the update of the website is taking so long, since we decided to launch both updates at the same time.

Q: Kate – The updated logo is illegible and the letters are melting too much into each other. Perhaps we poll to gather feedback on what our community feels about it.

A: We will look into it and can keep the logo as is, if that is easier to read.

Q: Aaron – Is there plans to bring this up to the community to roll out the updates and inform our partners of this change?
A: Not at the moment, but we can make plans!

Draft

Q: Nicole – Is the B hard to read as a standalone or only one its touching the rest of the logo?

A: The B doesn't look like a B, it looks more like a "butt" and as people who know the branding, we know what it says, but maybe someone who doesn't know our branding makes it harder to read.

Q: Kate – It feels as if we had a readability issue with the logo already and this is exaggerating the issue. Can we put a line in the B and U to make it easier to know what the letters are?

A: Adding a cutout to the U alone makes the branding inconsistent since it's not in all the letters.

NEW BRAND GUIDELINES

4.2. SHASTA CASCADE TOURISM SUMMIT - APRIL 29, 2027

Explore Butte County is hosting the 2027 Shasta Cascade Tourism Summit on April 29, 2027.

New Announcement – EBC is hosting on April 29, 2027 at Hotel Katerina, yay! The theme "For the Love of the Real Norcal" will be melded into the rebranding for Shasta Cascade. The speaker is Peter Cagimaya, he teaches placemaking, and wrote for the Love of Cities.

5. IMPROVING ACCESS TO EXPERIENCES

5.1. UPDATE: HUBSPOT AND OWNED DATA EFFORTS (Ashley Baer)

Update on efforts to streamline our cross channel consumer engagement activities and to drive first person data collection across all channels.

This year we partnered with HubSpot, a robust and complex CRM to help us manage our contacts. This tracks anyone's path through all of our sites, social media platforms, newsletters, and more. The goal is to prevent audience confusion and help us identify who is visiting our pages. There are automatic actions in place to push content and targeted emails to people based on what they are liking/visiting on our sites.

We are looking to launch a pilot campaign through Meta Ads to get people to sign up to our Butte365 newsletter sign-ups. When they click on the ad, they are automatically signed up to the HubSpot category for the newsletter.

Kate – People don't sign up as often as if they were getting a "digital magazine" or something like that. Just do not use the word newsletter.

Draft

Noted! Surprisingly, more people are moving to newsletters rather than always having to get on social media platforms to receive updated information from creators they enjoy.

Looking Ahead to 2026/27 – Tailored content campaigns based on interests. Automated visitor journeys with multi-step email tracks triggered by specific user actions. & campaign contribution reporting to provide trackable evidence connecting our marketing spend to visitor actions.

5.2. HUNDEN PARTNERS PHASE 1 DEVELOPMENT ADVISORY SERVICES

Update on efforts to streamline our cross channel consumer engagement activities and to drive first person data collection across all channels.

HUNDEN PARTNERS AGREEMENT

Recommendation: Approve the contract with Hunden Partners for Phase 1 Development Advisory Services for a total amount not to exceed $85,000.

The board accepted the first agreement with Hunden in 2025 and we are now ready to move into the next phase and put in the next contract. Deliverables include the preliminary project refinement, site selection, implementation strategy development, and site control and implementation of the plan.

We were looking into 3 areas; as of now the location in Oroville is not an option due to the vernal pools and other constraints on the property. At this point Oroville is unlikely to be a viable option.

The next step is to update costs and schematics of the 2 potential sites. Finding the fiscal incentives and putting together a purchase agreement to begin communicating with the site owners will help us get onto the properties to begin creating a budget for the project.

There is a group of community stakeholders that are interested in getting the Goral Ranch Property. They are ready to move forward with the property and secure a 5-year lease, but they do not want to sign the land lease agreement. EBC cannot as we are not positioned to have financial plans past 2029, so Hunden might be able to help us navigate this.

Q: Is the $85,000 a retainer, or will it be a fund that our hourly will be credited towards?

A: We will not be paying hourly exceeding the $85,000, that is the max they are approved to bill. The retainer will only be $10,000 for now.

Draft

Q: Can someone purchase the property and then manage it on behalf of the project managers?

A: Goral Ranch is not in the sphere of influence for the City of Chico, but we need it to be in order to connect it to sewage and PG&E. The city is not yet ready to agree to this change, so we are hoping that funds can be obtained to secure the property. This property is on the other side of barber yard

As of now, we are looking for the Board of Directors to approve the retainer and contract in order to have Hunden begin meeting with the Adhoc committee. This will allow them to step in and guide us through securing a property in order to begin moving forward towards active plans to develop the property as needed.

Eric – Any development is tough and comes with its constraints, both properties will have its challenges due to the planning and engineering for the City of Chico. I think it's necessary to approve a 3rd party consultant as you did. Everybody Healthy Body is already getting plans for the Skyway property which makes that area easier at the moment.

The land owners purchased the property for the original sports complex that was planned before the campfire. Their plans did not move forward because they have a very small amount of fields available and are willing to change the plan to be better planned, but want to get their amphitheater. They are very willing to move forward with the site.

Move: Approve Approve the contract with Hunden Partners for Phase 1 Development Advisory Services for a total amount not to exceed $85,000

Motion: Matt Reed

Second: Kate Pinsonneasult

Vote 7 - 0 - 0 Motion Passed

6. BOARD UPDATES & PUBLIC COMMENT

The public is invited to address the Board regarding any non-agenda items at this time. Time is limited to three (3) minutes per speaker. The Board may not take any action on public comment.

Update: Sareena Merchant has taken a job in New York and this will leave an Oroville Board seat open. We will be filling the space in September.

Pat Macias (monca) – Saturday, June 6th 10AM-4PM is the monca Yart Sale with many donated pieces, including a fiberglass bathtub. You have until Sunday at 5:00PM to donate.

Kate P (Hotel Diamond) – Pres. Steve Perez has been making a lot of sound and convinced the CSU Presidents and their staff from the State of California. They get here on Monday 🙂

Natalie Sheard – The lights on the Oroville bridge come on tomorrow. The first official show will be coming out tomorrow night and we are doing a show at 8PM. Saturday at 9PM will be the public show.

Matt Reed – The Butte County Fairgrounds are hosting the Gridley Gearhead Classic with monster trucks, motorcycles, etc. Can we get Klean Kanteens for the swag bags? These will go out to drivers. This will be on Father's Day weekend in June.

Eirc Smith – Oroville is doing a firework show this year. The initial idea was to launch fireworks from the top of the Oroville Inn. We surveyed the community, and out of 500 entries, riverbend park was at the top. Today at 5pm we will be presenting to the board of directors of the parks in order to, hopefully, get it approved. The show will be $30,000 and there will be shuttles from downtown in order to mitigate traffic.

Holli (CARD) – The 4th of July Parade is coming back to Downtown Chico. After the parade there will be a concert and beer garden in the plaza.

Wednesday, June 10th is the first Party in the Park in Paradise.

Nichole Hill – This Saturday is the last concert at Live on the Lawn, we thank EBC for the micro-grant awarded to them. It was wonderful to see so many families in Children's Park. The next series is planned to be in the Fall.

Jason Olivares – Rooftop Mondays at Hotel Katerina are going great! This Friday we will have Emma & Will.

Aaron Wright – State Parks trails in Oroville will be opening at the end of June, just in time for 4th of July weekend. The golden mussels no longer exist in Butte County and so we are no longer doing inspections for people to visit our waterways.

7. ADJOURNMENT – 2:27PM

__ Box of Klean Kanteens to Chico State! – One box to Megan Kurtz

__ Box of Klean Kanteens to Butte County Fairgrounds – One box to Matt Reed

Draft

For the Period Ending May 31st, 2026

Unaudited – For Management Use Only

Index:

Page 1 - Summary of Financial Information
Pages 2&3 - Financial Dashboards
Page 4 - Comparative Statement of Financial Position
Page 5 - Trend Statement of Financial Position Ratios
Page 6 - Year-to-date Comparative Statement of Activities
Page 7 - Year-to-date Comparative Statement of Functional Expenses
Page 8 - Monthly Journal entries

XPLORE BUTTE COUNTY
Summary of Financial Information
May 2026

The following summarizes the financial reports; detailed financials are attached for your review.

Statement of Financial Position

Assets

- Total Assets are $870,182, a decrease of $295,685 compared to May 2025
- Cash balance at the end of May is $641,969, which is a decrease of $268,869 (29.5%) compared to last year.
    - Checking accounts decreased by $178,010 (77.5%).
    - Savings decreased by $445,464 (87.2%).
    - Money Market increased by $1,711 (1.0%).
    - Certificate of Deposit increased by $ 352,894 (100%).
- Accounts Receivable increased by $8,618 (6.2%) to $147,140.
- Prepaid Expenses increased by $14,876 to $25,788.
- Fixed Assets decreased by $53,293 (50.5%) primarily due to lower accumulated depreciation and retained equipment value.

Liabilities

- Total Liabilities of $104,341 decreased by $169,270 (61.9%) compared to last year.
- Deferred Revenue decreased by $145,837 (79.7%).
- Current liabilities decreased overall by $23,434 (25.9%) due to:
    - Accounts Payable decreased by $28,275 (44.5%).
    - Credit Card Payable decreased by $5,288.
    - Payroll Liabilities increased by $ 5,764 (1,248.8%).

Net Assets

- Total Net Assets decreased by $126,415 (14.2%) to $765,841.
- Unrestricted Net Assets decreased by $175,306 (29.0%).
- Reserved Net Assets decreased slightly by $14,100 (3.3%).
- Current year operations resulted in a net loss of $72,304, which increased by $62,991 (46.6%) compared to the prior year.

Trend Statement of Financial Position Ratios

Operating cash (number of days of operational cash a company has on hand outside of Reserves) is 169 days at the end of May.

The Current Ratio measures a company's ability to repay short term debts with short term assets, with a ratio between 1 and 2 being ideal. With a Current Ratio of 12.0, assets continue to be ahead of industry standards.

The Leverage Ratio indicates how assets are financed with debt. A leverage ratio of 0 shows the organization has been able to finance assets through net assets, rather than relying on long-term debts.

Year to Date Statement of Activities

Revenue Summary

- Total Revenue increased by $87,054 (23.1%) compared to prior year's actuals, totaling $464,718.
- Revenue was $90,032 (16.2%) below budget.
- Program Income totaled $342,385, which was $122,365 (26.3%) below budget and $38,321 (12.6%) higher than prior year.
- The largest source of revenue was Chico Program Income, contributing $288,401 (62.1% of total revenue).
- Other Income increased by $32,334 (35.9%) over prior year's budget, largely due to:
    - City of Chico Micro funding increased by $36,161 (72.3%)
    - Interest Income increasing by $7,142(100%)

Expense Summary

- Total Program Expenses increased by $24,062 (4.7%) compared to prior year, totaling $537,023.
- Expenses were $42,352 (7.3%) below budget overall.
- Sales & Marketing Expenses increased by $67,691 (18.4%) over prior year and represented the largest expense category at $434,794.
    - Major increases included:
        - Staff Marketing increased by $42,548 (34.5%)
        - Creative Services increased by 19,040 (40.7%)
        - Travel Trader & Consumer Market Show increased by $9,191 (489.9%)
        - Advertising decreased by $7,799 (10.5%)
- Zone and Micro-Marketing expenses increased significantly by $15,137 (67.1%) primarily from:
    - Chico Zone/Travel Chico increasing by $18,131
    - Oroville Zone decreasing by $3,679
- Destination Marketing Activity decreased by $53,455 (97.7%) from prior year.
- Admin Expenses decreased by $6,160 (10.0%) compared to prior year.

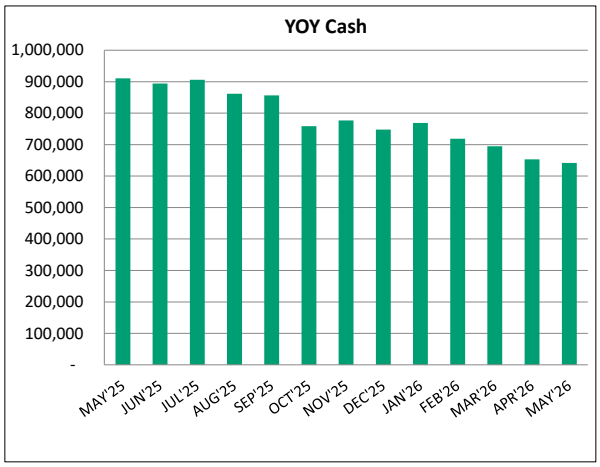
Total Change in Net Assets

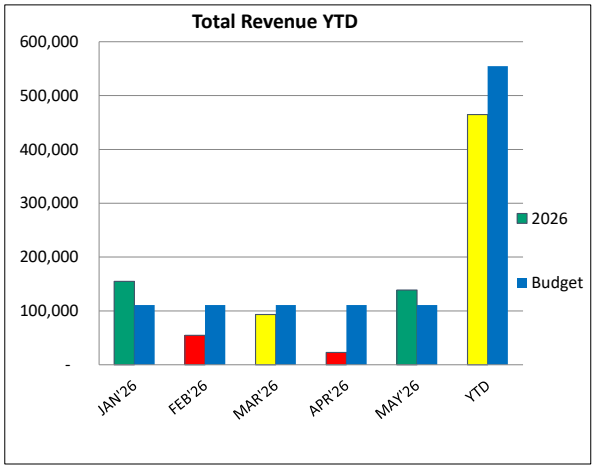
- Year-to-date operations resulted in a net loss of $72,304, which was:
  $47,679 favorable to budget.

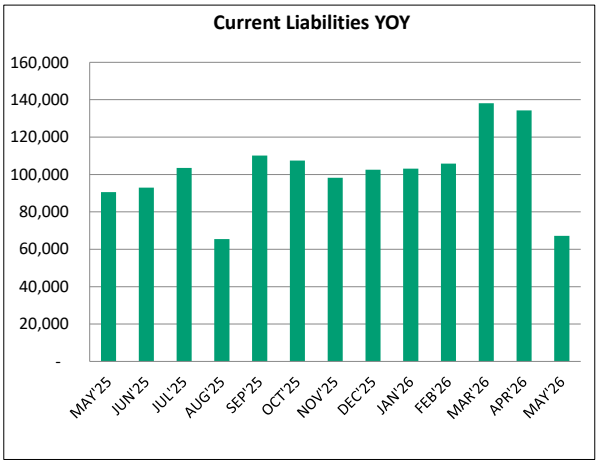
- $62,991, better than the prior year, reflecting stronger revenue growth that exceeded the increase in operating expenses.

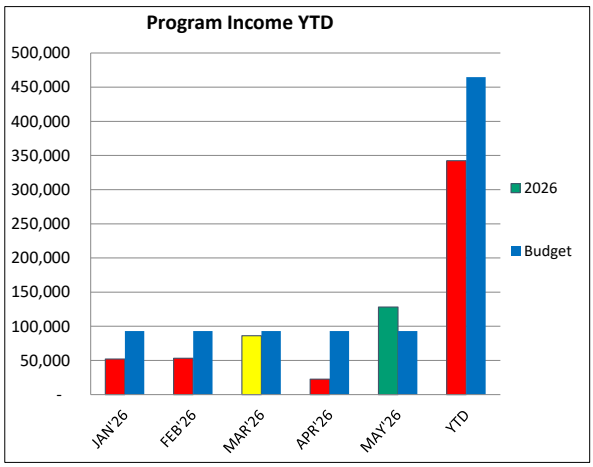
Explore Butte County
Financial Dashboard
For the period ending May 31st, 2026

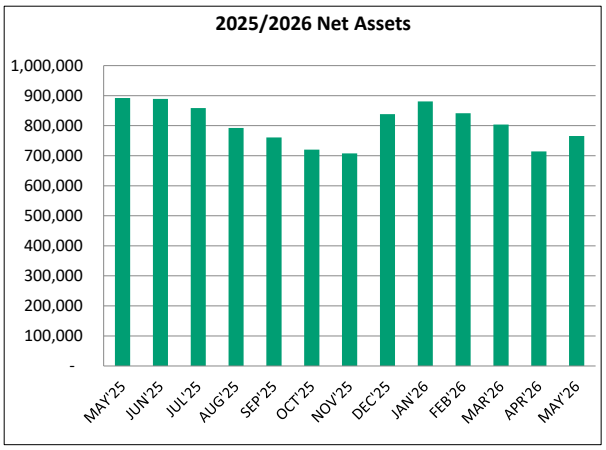
Color Code	
	Significant Underperformance
	Slight Underperformance
	Good Performance

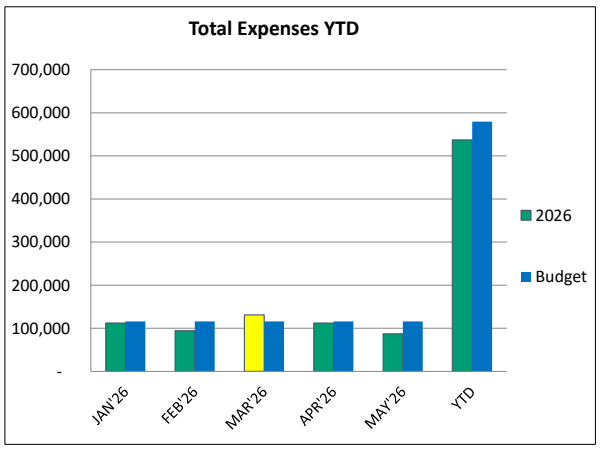




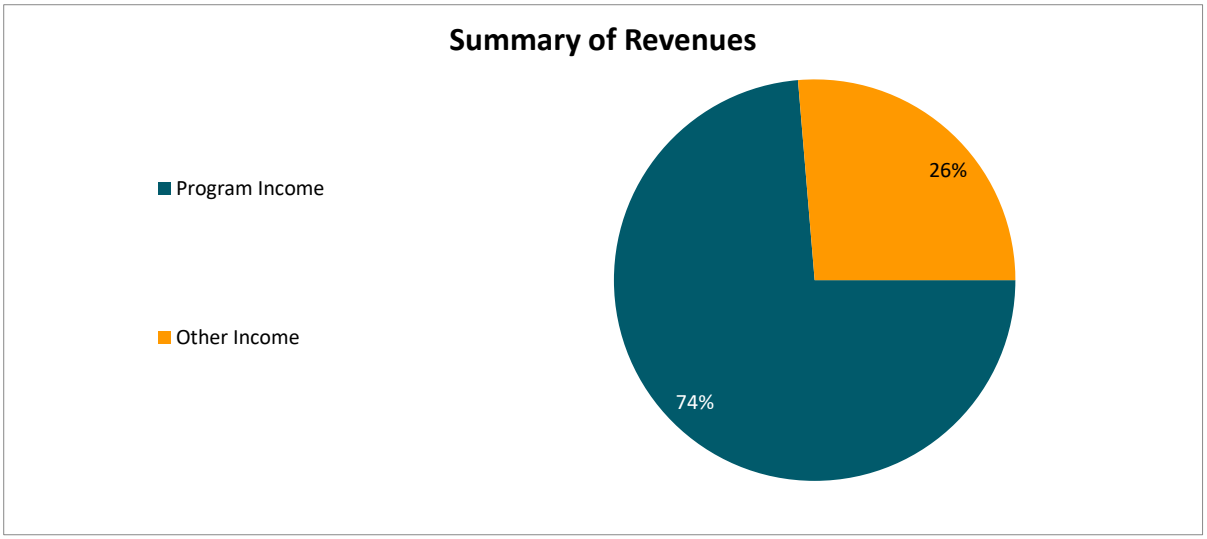


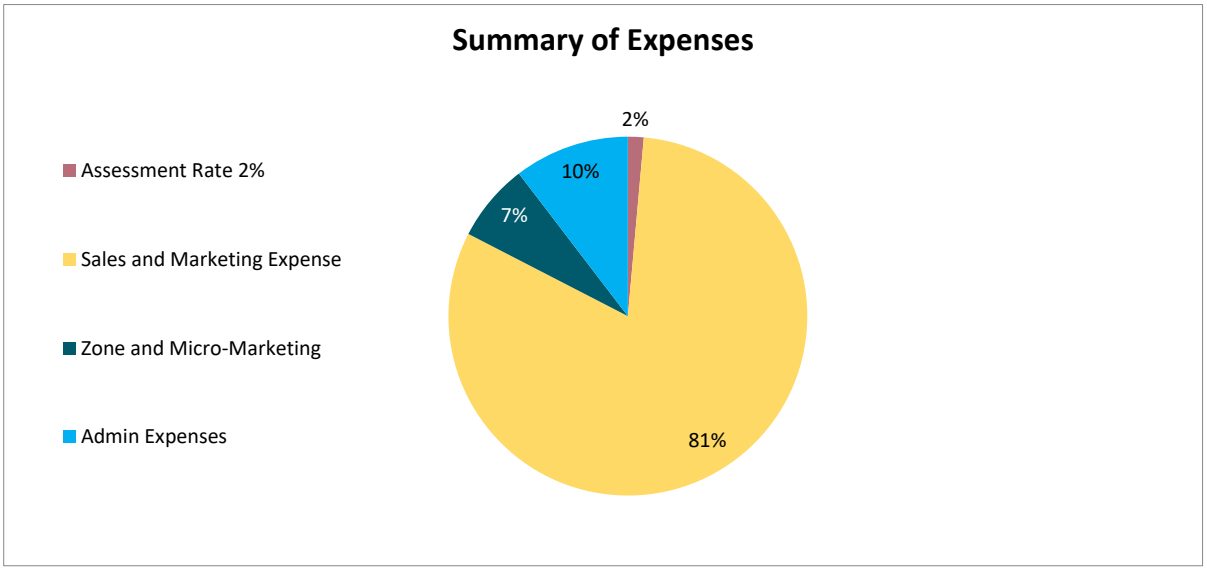


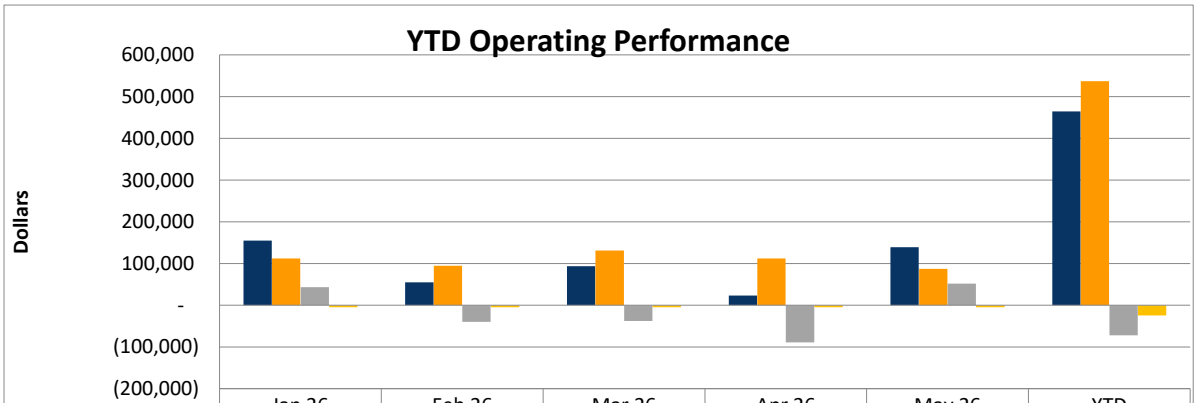




Explore Butte County
Financial Dashboard
For the period ending May 31st, 2026







	Jan 26	Feb 26	Mar 26	Apr 26	May 26	YTD
Revenue	155,031	54,684	93,337	22,856	138,810	464,718
Expenses	112,089	94,462	131,101	112,055	87,316	537,023
Net Assets Actual	42,942	(39,778)	(37,764)	(89,199)	51,494	(72,304)
Net Assets Budget	(4,925)	(4,925)	(4,925)	(4,925)	(4,925)	(24,625)

Explore Butte County
Statement of Financial Position Ratios
For the period ending May 31st, 2026

	May 2025	June 2025	July 2025	August 2025	September 2025	October 2025	November 2025	December 2025	January 2026	February 2026	March 2026	April 2026	May 2026
Cash [1]	219.31	215.24	218.15	207.40	206.21	182.70	187.00	179.96	201.84	188.68	182.38	171.37	168.51
Current Ratio [2]	11.71	11.88	10.57	15.26	9.30	9.24	9.98	9.54	9.02	8.51	6.57	6.09	12.18
Leverage [3]	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00

1 Operating Cash = Cash/Daily Expenses. Indicates how many days a company can survive without additional cash.

2 Current Ratio = Current Assets/Current Liabilities. Measures a company's ability to repay short term debts with short term assets.
A ratio between 1 and 2 is ideal, with a high number indicating greater ability to repay short term debt.

3 Leverage = Long Term Liabilities/Total Net Assets. Indicates how assets are financed.
A lower number indicates that assets are financed through savings/net assets
while a higher number indicates that assets are financed through debt and puts the company at greater risk of default on its obligations.

Explore Butte County
Comparative Statement of Financial Position
For the period ending May 31st, 2026 and May 31st, 2025

	May 2026 $	May 2025 $	Variance Inc/(Dec) $	Variance Inc/(Dec) %
ASSETS				
Current Assets				
Cash				
Checking	51,742	229,752	(178,010)	(77.5%)
Savings	65,409	510,873	(445,464)	(87.2%)
Money Market	171,923	170,213	1,711	1.0%
Certificate of Deposit	352,894	-	352,894	100.0%
Total Cash	**641,969**	**910,838**	**(268,869)**	**(29.5%)**
Accounts Receivable	147,140	138,522	8,618	6.2%
Other Assets				
Prepaid Expenses	25,788	10,912	14,876	136.3%
Other Receivables	2,983	-	2,983	100.0%
	28,772	**10,912**	**17,860**	**163.7%**
Total Current Assets	**817,880**	**1,060,272**	**(242,392)**	**(22.9%)**
Fixed Assets				
Furniture And Equipment	19,636	19,636	-	-
Vehicle	97,255	202,475	(105,220)	(52.0%)
Less Accumulated Depreciation	(64,588)	(116,515)	51,927	44.6%
Total Fixed Assets	**52,302**	**105,596**	**(53,293)**	**(50.5%)**
TOTAL ASSETS	**$ 870,182**	**$1,165,868**	**$ (295,685)**	**(25.4%)**
LIABILITIES				
Current Liabilities				
Accounts Payable	35,217	63,491	(28,275)	(44.5%)
Credit Card Payable	(5,084)	204	(5,288)	(2,589.2%)
Accrued Salaries and Wages	30,783	26,418	4,365	16.5%
Payroll Liabilities	6,226	462	5,764	1,248.8%
Total Current Liabilities	**67,142**	**90,575**	**(23,434)**	**(25.9%)**
Deferred Revenue	37,199	183,036	(145,837)	(79.7%)
TOTAL LIABILITIES	**104,341**	**273,611**	**(169,270)**	**(61.9%)**
NET ASSETS				
Unrestricted Net Assets	429,399	604,706	(175,306)	(29.0%)
Net Assets - Reserved	408,746	422,846	(14,100)	(3.3%)
Current Year Income/ (Loss)	(72,304)	(135,296)	62,991	46.6%
Total Net Assets	**765,841**	**892,256**	**(126,415)**	**(14.2%)**
TOTAL LIABILITIES & NET ASSETS	**$ 870,182**	**$1,165,868**	**$ (295,685)**	**(25.4%)**

Explore Butte County
Year-to-Date Comparative Statement of Activities
For the period ending May 31st, 2026

	May 2026 YTD - ACTUALS		May 2026 YTD - BUDGET		VARIANCE TO BUDGET		May 2025 YTD - ACTUALS		May '26 TO May '25 ACTUALS VARIANCE	
	$	%	$	%	$	%	$	%	$	%
REVENUES & OTHER SUPPORT:										
Program Income										
Butte County	647	-	5,625	1.0%	(4,978)	(88.5%)	1,549	0.4%	(901)	(58.2%)
Chico	288,401	62.1%	375,000	67.6%	(86,599)	(23.1%)	247,776	65.6%	40,625	16.4%
Gridley	1,924	0.4%	4,125	0.7%	(2,201)	(53.3%)	5,102	1.4%	(3,178)	(62.3%)
Oroville	47,152	10.1%	67,500	12.2%	(20,348)	(30.1%)	45,638	12.1%	1,513	3.3%
Paradise	4,261	0.9%	12,500	2.3%	(8,239)	(65.9%)	3,999	1.1%	262	6.5%
Sub-Total Program Income	342,385	73.7%	464,750	83.8%	(122,365)	(26.3%)	304,064	80.5%	38,321	12.6%
Other Income										
Interest Income	7,142	1.5%	-	-	7,142	100.0%	3,303	0.9%	3,840	116.3%
Butte County - Microfunding	916	0.2%	1,250	0.2%	(334)	(26.7%)	224	0.1%	692	309.5%
City of Chico - Microfunding	86,161	18.5%	50,000	9.0%	36,161	72.3%	50,531	13.4%	35,630	70.5%
City of Oroville - Microfunding	14,454	3.1%	11,250	2.0%	3,204	28.5%	12,294	3.3%	2,160	17.6%
Town of Paradise - Microfunding	2,986	0.6%	2,917	0.5%	69	2.4%	4,708	1.2%	(1,723)	(36.6%)
Cooperative Program Funding	9,660	2.1%	23,750	4.3%	(14,090)	(59.3%)	2,450	0.6%	7,210	294.3%
City of Gridley - Microfunding	1,014	0.2%	833	0.2%	181	21.7%	92	-	923	1,008.7%
Sub-Total Other Income	122,334	26.3%	90,000	16.2%	32,334	35.9%	73,601	19.5%	48,733	66.2%
TOTAL REVENUE	**464,718**	**100.0%**	**554,750**	100.0%	**(90,032)**	**(16.2%)**	**377,665**	**100.0%**	**87,054**	**23.1%**
PROGRAM EXPENSES:										
Assessment Rate 2%										
2% Fee - Butte County	14	-	125	-	(111)	(88.5%)	34	-	(20)	(58.2%)
2% Fee - Chico	6,395	1.4%	8,333	1.5%	(1,939)	(23.3%)	5,494	1.5%	901	16.4%
2% Fee - Gridley	43	-	92	-	(49)	(53.4%)	113	-	(70)	(62.3%)
2% Fee - Oroville	1,046	0.2%	1,500	0.3%	(454)	(30.3%)	1,012	0.3%	34	3.3%
2% Fee - Paradise	94	-	417	0.1%	(322)	(77.3%)	89	-	6	6.6%
Sub-total Assessment Rate 2%	7,592	1.6%	10,467	1.9%	(2,875)	(27.5%)	6,742	1.8%	850	12.6%
Sales and Marketing Expense										
Advertising	66,355	14.3%	74,583	13.4%	(8,228)	(11.0%)	74,155	19.6%	(7,799)	(10.5%)
Conferences	15,344	3.3%	21,875	3.9%	(6,531)	(29.9%)	19,425	5.1%	(4,081)	(21.0%)
Creative Services	65,871	14.2%	59,375	10.7%	6,496	10.9%	46,831	12.4%	19,040	40.7%
Dues and Memberships	3,474	0.7%	4,167	0.8%	(693)	(16.6%)	2,844	0.8%	630	22.2%
Marketing Contracts	56,119	12.1%	55,625	10.0%	494	0.9%	61,616	16.3%	(5,497)	(8.9%)
Meals	452	0.1%	500	0.1%	(48)	(9.6%)	495	0.1%	(43)	(8.7%)
Office Supplies	-	-	500	0.1%	(500)	(100.0%)	-	-	-	-
Postage	1,591	0.3%	1,250	0.2%	341	27.3%	1,134	0.3%	457	40.3%
Printing	10,571	2.3%	9,583	1.7%	987	10.3%	2,624	0.7%	7,947	302.8%
Public Relations	3,513	0.8%	4,167	0.8%	(653)	(15.7%)	660	0.2%	2,853	432.3%
Rent	1,954	0.4%	1,250	0.2%	704	56.4%	382	0.1%	1,572	411.6%
Sales and Marketing Exp. - Other	12	-	500	0.1%	(488)	(97.6%)	60	-	(48)	(80.1%)
Hospitality for Hospitality	394	-	833	0.2%	(439)	(52.7%)	160	-	234	146.2%
Sponsorship Marketing	2,500	0.5%	2,083	0.4%	417	20.0%	2,000	0.5%	500	25.0%
Travel Trader & Consumer Market Show	11,067	2.4%	5,208	0.9%	5,859	112.5%	1,876	0.5%	9,191	489.9%
Staff-Marketing	165,876	35.7%	179,583	32.4%	(13,708)	(7.6%)	123,328	32.7%	42,548	34.5%
Vehicle Maintenance	1,590	0.3%	3,125	0.6%	(1,535)	(49.1%)	4,564	1.2%	(2,974)	(65.2%)
Website	28,111	6.0%	47,167	8.5%	(19,056)	(40.4%)	24,951	6.6%	3,160	12.7%
Sub-Total Sales and Marketing Expense	434,794	93.6%	471,375	85.0%	(36,581)	(7.8%)	367,103	97.2%	67,691	18.4%
Destination Marketing Activity										
Destination Management Plan	-	-	20,833	3.8%	(20,833)	(100.0%)	40,000	10.6%	(40,000)	(100.0%)
Butte County Film Commission	875	0.2%	1,000	0.2%	(125)	(12.5%)	14,730	3.9%	(13,855)	(94.1%)
Innovation & Experimental Programs	400	0.1%	5,833	1.1%	(5,433)	(93.1%)	-	-	400	100.0%
Sub-Total Destination Marketing Activity	1,275	0.3%	27,667	5.0%	(26,392)	(95.4%)	54,730	14.5%	(53,455)	(97.7%)
Zone and Micro-Marketing										
Chico Zone/Travel Chico	18,311	3.9%	4,167	0.8%	14,145	339.5%	180	-	18,131	10,045.9%
Paradise Zone	1,000	0.2%	2,917	0.5%	(1,917)	(65.7%)	315	0.1%	685	217.5%
Oroville Zone	18,394	4.0%	6,250	1.1%	12,144	194.3%	22,073	5.8%	(3,679)	(16.7%)
Other Zone	-	-	1,250	0.2%	(1,250)	(100.0%)	-	-	-	-
Gridley/ Biggs Zone	-	-	833	0.2%	(833)	(100.0%)	-	-	-	-
Sub-Total Zone and Micro-Marketing	37,705	8.1%	15,417	2.8%	22,288	144.6%	22,568	6.0%	15,137	67.1%
Admin Expenses										
Advertising	65	-	208	-	(144)	(68.9%)	498	0.1%	(433)	(87.0%)
Bank fees	25	-	50	-	(25)	(50.0%)	-	-	25	100.0%
Conference, Convention, Meeting	5,158	1.1%	2,917	0.5%	2,242	76.9%	837	0.2%	4,321	516.0%
Depreciation	8,477	1.8%	-	-	8,477	100.0%	13,079	3.5%	(4,602)	(35.2%)
Filing fees/ taxes	-	-	1,667	0.3%	(1,667)	(100.0%)	-	-	-	-
General Administration	289	0.1%	2,500	0.5%	(2,211)	(88.5%)	2,861	0.8%	(2,572)	(89.9%)
Insurance	1,870	0.4%	1,042	0.2%	829	79.6%	1,765	0.5%	105	5.9%
Meals	499	0.1%	500	0.1%	(1)	(0.1%)	523	0.1%	(24)	(4.5%)
Office supplies	2,147	0.5%	1,250	0.2%	897	71.7%	1,561	0.4%	586	37.5%
Postage	36	-	417	0.1%	(381)	(91.3%)	296	0.1%	(259)	(87.8%)
Printing and Copying	-	-	250	-	(250)	(100.0%)	1,292	0.3%	(1,292)	(100.0%)
Professional fees - Accounting	10,303	2.2%	16,667	3.0%	(6,363)	(38.2%)	13,269	3.5%	(2,965)	(22.3%)
Professional fees - Legal	-	-	1,250	0.2%	(1,250)	(100.0%)	4,601	1.2%	(4,601)	(100.0%)
Professional fees - Human Resources	2,865	0.6%	2,708	0.5%	157	5.8%	-	-	2,865	100.0%
Rent/ Office Space	3,100	0.7%	3,750	0.7%	(650)	(17.3%)	4,014	1.1%	(914)	(22.8%)
401k Administration	1,514	0.3%	625	0.1%	889	142.2%	706	0.2%	808	114.6%
Staffing - Admin	16,838	3.6%	16,171	2.9%	668	4.1%	13,703	3.6%	3,135	22.9%
Subscriptions	1,201	0.3%	625	0.1%	576	92.2%	1,089	0.3%	112	10.3%
Telephone, Telecommunications	1,041	0.2%	1,000	0.2%	41	4.1%	825	0.2%	215	26.1%
Travel	229	-	750	0.1%	(521)	(69.5%)	899	0.2%	(671)	(74.6%)
Admin Expense- Other	-	-	104	-	(104)	(100.0%)	-	-	-	-
Sub-Total Admin Expenses	55,657	12.0%	54,450	9.8%	1,207	2.2%	61,817	16.4%	(6,160)	(10.0%)
TOTAL PROGRAM EXPENSES	**537,023**	**115.6%**	**579,375**	104.4%	**(42,352)**	**(7.3%)**	**512,960**	**135.8%**	**24,062**	**4.7%**
CHANGE IN NET ASSETS	**$ (72,304)**	**(15.6%)**	**$ (24,625)**	**(4.4%)**	**$ (47,679)**	**(193.6%)**	**$ (135,296)**	**(35.8%)**	**$ 62,991**	**46.6%**

Explore Butte County
Statement of Functional Expenses
For the period ending May 31st, 2026

	TBID Program	Prior Year Reserved	Cooperative	Total - MicroFunding	Travel Chico ARPA	TOTAL
REVENUES & OTHER SUPPORT:						
Program Income						
Butte County	647		-	-	-	647
Chico	288,401		-	-	-	288,401
Gridley	1,924			-		1,924
Oroville	47,152		-	-	-	47,152
Paradise	4,261			-		4,261
Sub-Total Program Income	342,385	-	-	-	-	342,385
Other Income						
Interest Income	7,142		-	-	-	7,142
Butte County - Microfunding	-		-	916	-	916
City of Chico - Microfunding	-		-	78,661	7,500	86,161
City of Oroville - Microfunding	-		-	14,454	-	14,454
Town of Paradise - Microfunding	-		-	2,986	-	2,986
Cooperative Program Funding	-		9,660	-	-	9,660
City of Gridley - Microfunding	-			1,014	-	1,014
Sub-Total Other Income	7,142	-	9,660	98,031	7,500	122,334
TOTAL REVENUE	**349,527**	**-**	**9,660**	**98,031**	**7,500**	**464,718**
PROGRAM EXPENSES:						
Assessment Rate 2%						
2% Fee - Butte County	14		-	-	-	14
2% Fee - Chico	6,395		-	-	-	6,395
2% Fee - Gridley	43		-	-	-	43
2% Fee - Oroville	1,046		-	-	-	1,046
2% Fee - Paradise	94			-		94
Sub-total Assessment Rate 2%	7,592	-	-	-	-	7,592
Sales and Marketing Expense						
Advertising	58,002		1,874	-	6,479	66,355
Conferences	13,959		-	-	1,386	15,344
Creative Services	60,727		-	-	5,144	65,871
Dues and Memberships	3,459		-	-	15	3,474
Marketing Contracts	56,119		-	-	-	56,119
Meals	452		-	-	-	452
Postage	1,591		-	-	-	1,591
Printing	10,571		-	-	-	10,571
Public Relations	3,513		-	-	-	3,513
Sales and Marketing Exp. - Other	12		-	-	-	12
Hospitality for Hospitality	394		-	-	-	394
Rent/Office Space	1,954		-	-	-	1,954
SponsorShip Marketing	2,500		-	-	-	2,500
Travel Trader& Consumer Market Show	11,067		-	-	-	11,067
Staff-Marketing	164,645	1,231	-	-	-	165,876
Vehicle Maintenance	1,590		-	-	-	1,590
Website	20,711		6,000	-	1,400	28,111
Sub-Total Sales and Marketing Expense	411,265	1,231	7,874	-	14,424	434,794
Destination Marketing Activity						
Innovation & Experimental Programs	400					400
Butte County Film Commission	875				-	875
Sub-Total Destination Marketing Activity	1,275	-	-	-	-	1,275
Chico Zone/Travel Chico				-	18,311	18,311
Paradise Zone				1,000		1,000
Oroville Zone	32			18,362		18,394
Sub-Total Zone and Micro-Marketing	32	-	-	19,362	18,311	37,705
Admin Expenses						
Advertising	65		-	-	-	65
Bank fees	25		-	-	-	25
Conference, Convention, Meeting	5,158		-	-	-	5,158
Depreciation	8,477		-	-	-	8,477
General Administration	289		-	-	-	289
Insurance	1,870		-	-	-	1,870
Meals	499		-	-	-	499
Office supplies	2,016		-	-	131	2,147
Postage	36		-	-		36
Professional fees - Accounting	10,303		-	-	-	10,303
Professional fees - Human Resources	2,865		-	-	-	2,865
Rent/ Office Space	3,100		-	-	-	3,100
401k Administration	1,514		-	-	-	1,514
Staffing - Admin	16,702	137	-	-	-	16,838
Subscriptions	1,201		-	-	-	1,201
Telephone, Telecommunications	1,041		-	-	-	1,041
Travel	229		-	-	-	229
Sub-Total Admin Expenses	55,390	137	-	-	131	55,657
TOTAL PROGRAM EXPENSES	**475,553**	**1,368**	**7,874**	**19,362**	**32,866**	**537,023**
NET INCOME/(NET LOSS)	**$ (126,026)**	**$ (1,368)**	**$ 1,786**	**$ 78,670**	**$ (25,366)**	**$ (72,304)**

Explore Butte County

Journal

May 1-31, 2026

TRANSACTION DATE	TRANSACTION TYPE	NUM	NAME	DESCRIPTION	DISTRIBUTION ACCOUNT NUMBER	ACCOUNT NAME	DEBIT	CREDIT
9227								
05/01/2026	Bill	2026-05-01	Butte County Association of Government	Explore Butte County Rent	20000	20000 Accounts Payable		550.00
05/01/2026	Bill	2026-05-01	Butte County Association of Government	Explore Butte County Rent	7360	7000 Administration:7360 Rent/ Office Space	550.00	
Total for 9227							**$550.00**	**$550.00**
9231								
05/01/2026	Invoice	000381	City of Chico - TBID Assessment		1100	1100 Accounts Receivable	48,550.91	
05/01/2026	Invoice	000381	City of Chico - TBID Assessment	TBID Assessment	4300	4000 Program Income:4300 Chico TBID		44,686.65
05/01/2026	Invoice	000381	City of Chico - TBID Assessment	10% of Chico Assessment for following year	2500	2500 Deferred Revenue		4,855.09
05/01/2026	Invoice	000381	City of Chico - TBID Assessment	2% Assessment Collection	5300	5000 2% Fee:5300 2% Fee - Chico	990.83	
Total for 9231							**$49,541.74**	**$49,541.74**
9236								
05/01/2026	Journal Entry	03312026R		Account Service	6110	6000 Sales and Marketing Expense:6100 Marketing Contracts:6110 Marketing Agency Account Management		1,600.00
05/01/2026	Journal Entry	03312026R		DM Management/Month	6110	6000 Sales and Marketing Expense:6100 Marketing Contracts:6110 Marketing Agency Account Management		2,500.00
05/01/2026	Journal Entry	03312026R		Creative & Production	6055	6000 Sales and Marketing Expense:6050 Creative Services:6055 Creative - Agency		2,300.00
05/01/2026	Journal Entry	03312026R		Account Management & Media Monitoring	6130	6000 Sales and Marketing Expense:6100 Marketing Contracts:6130 Public Relations Account Management		3,791.67
05/01/2026	Journal Entry	03312026R		Brand Workshop	6055	6000 Sales and Marketing Expense:6050 Creative Services:6055 Creative - Agency		1,666.67
05/01/2026	Journal Entry	03312026R		New Field Guides	6056	6000 Sales and Marketing Expense:6050 Creative Services:6056 Creative - Visitor Guide		2,033.33
05/01/2026	Journal Entry	03312026R		New Visitor Map	6055	6000 Sales and Marketing Expense:6050 Creative Services:6055 Creative - Agency		375.00
05/01/2026	Journal Entry	03312026R		Google SEM General Leisure (CPC)	6011	6000 Sales and Marketing Expense:6010 Advertising:6011 Advertising - Adwords		1,150.00
05/01/2026	Journal Entry	03312026R		Google Demand Gen (CPC)	6012	6000 Sales and Marketing Expense:6010 Advertising:6012 Advertising - Digital		1,000.00
05/01/2026	Journal Entry	03312026R		Adara Co-op	6012	6000 Sales and Marketing Expense:6010 Advertising:6012 Advertising - Digital		1,000.00
05/01/2026	Journal Entry	03312026R		Meta Ads Prospecting (CPC)	6013	6000 Sales and Marketing Expense:6010 Advertising:6013 Advertising - Social Media		833.34
05/01/2026	Journal Entry	03312026R		Meta Ads Remarketing (CPC)	6013	6000 Sales and Marketing Expense:6010 Advertising:6013 Advertising - Social Media		1,041.67
05/01/2026	Journal Entry	03312026R		VCA Dedicated News Letter	6019	6000 Sales and Marketing Expense:6010 Advertising:6019 Advertising - Visit CA Advertisements		708.33
05/01/2026	Journal Entry	03312026R		WildSam	6018	6000 Sales and Marketing Expense:6010 Advertising:6018 Advertising - Agency Media Buy		1,250.00
05/01/2026	Journal Entry	03312026R		Contingency	6018	6000 Sales and Marketing Expense:6010 Advertising:6018 Advertising - Agency Media Buy		833.33
05/01/2026	Journal Entry	03312026R		To accrue Madden media March 2026	2230	2230 Accrued Payable	22,083.34	
Total for 9236							**$22,083.34**	**$22,083.34**
9251								
05/01/2026	Bill	na	ChiVVA	Chico ART Festival Grant 2026	20000	20000 Accounts Payable		1,000.00
05/01/2026	Bill	na	ChiVVA	Chico ART Festival Grant 2026	6910	6900 Zone Micro-Funding:6910 Zone Micro Expense - Chico/Travel Chico	1,000.00	
Total for 9251							**$1,000.00**	**$1,000.00**
9341								
05/01/2026	Expense	3350843BBD4B0854D23A7	WOOD WORLD OF TEXAS	Nichole Farley | Wood World of Texas | Explore Butte County	2105	2105 Divvy - Nichole #1688		10,554.38
05/01/2026	Expense	3350843BBD4B0854D23A7	WOOD WORLD OF TEXAS	Nichole Farley | Wood World of Texas | Explore Butte County	7070	7000 Administration:7070 General Administration	10,554.38	
Total for 9341							**$10,554.38**	**$10,554.38**
9361								
05/01/2026	Journal Entry	04232030R		To Accrue the payroll for the period 04/19/2026 to 04/30/2026	6410	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6410 Staffing - Marketing Payroll		10,202.94
05/01/2026	Journal Entry	04232030R		To Accrue the payroll for the period 04/19/2026 to 04/30/2026	7410	7000 Administration:7400 Staffing - Admin (10%):7410 Staffing - Admin Payroll		1,133.66
05/01/2026	Journal Entry	04232030R			2200	2200 Accrued Payroll	11,336.60	
Total for 9361							**$11,336.60**	**$11,336.60**
9366								
05/01/2026	Bill	C3681-B	Instep Marketing Inc.	New Bidwell Park Maps	20000	20000 Accounts Payable		6,443.70
05/01/2026	Bill	C3681-B	Instep Marketing Inc.	New Bidwell Park Maps	6322	6000 Sales and Marketing Expense:6320 Printing:6322 Promotional Materials	6,443.70	
Total for 9366							**$6,443.70**	**$6,443.70**
9370								
05/01/2026	Bill	4284	Ripe, Inc	May Monthly Service	20000	20000 Accounts Payable		1,000.00
05/01/2026	Bill	4284	Ripe, Inc	May Monthly Service	6730	6000 Sales and Marketing Expense:6700 Website:6730 Direct Booking Platform	1,000.00	
Total for 9370							**$1,000.00**	**$1,000.00**
9388								
05/01/2026	Expense	E3B3D68C8240823D0CB6F	STOBLE WORKPLACE	Lucia Mercado | Stoble Workplace | 6360 - Rent/Office Space (Programs)	2105	2105 Divvy - Nichole #1688		35.00
05/01/2026	Expense	E3B3D68C8240823D0CB6F	STOBLE WORKPLACE	Lucia Mercado | Stoble Workplace | 6360 - Rent/Office Space (Programs)	6360	6000 Sales and Marketing Expense:6360 Rent/Office Space	35.00	
Total for 9388							**$35.00**	**$35.00**
9389								
05/01/2026	Expense	176663B854D2400175460	STOBLE WORKPLACE	Nichole Farley | Stoble Workplace | 6360 - Rent/Office Space (Programs)	2105	2105 Divvy - Nichole #1688		150.00
05/01/2026	Expense	176663B854D2400175460	STOBLE WORKPLACE	Nichole Farley | Stoble Workplace | 6360 - Rent/Office Space (Programs)	6360	6000 Sales and Marketing Expense:6360 Rent/Office Space	150.00	
Total for 9389							**$150.00**	**$150.00**

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9390								
05/01/2026	Expense	7AEC487A70C0C84EA2EC5	LANGLERS.COM	Nichole Farley | Langlers.com | Butte County Film Commission	2105	2105 Divvy - Nichole #1688		200.00
05/01/2026	Expense	7AEC487A70C0C84EA2EC5	LANGLERS.COM	Nichole Farley | Langlers.com | Butte County Film Commission	6720	6000 Sales and Marketing Expense:6700 Website:6720 Travel Chico Website	200.00	
Total for 9390							**$200.00**	**$200.00**
9391								
05/01/2026	Expense	BBE52375F77FE59484F81	GOOGLE WORKSPACE EXPLOREB	Nichole Farley | Google Workspace Exploreb | 7500 - Admin Subscriptions	2105	2105 Divvy - Nichole #1688		218.40
05/01/2026	Expense	BBE52375F77FE59484F81	GOOGLE WORKSPACE EXPLOREB	Nichole Farley | Google Workspace Exploreb | 7500 - Admin Subscriptions	7500	7000 Administration:7500 Subscriptions	218.40	
Total for 9391							**$218.40**	**$218.40**
9392								
05/01/2026	Expense	F3E68C6C1875E9E583686	TIKTOK PROMOTE	Ashley Baer | Tiktok Promote | 6013 - Advertising - Social Media	2105	2105 Divvy - Nichole #1688		142.51
05/01/2026	Expense	F3E68C6C1875E9E583686	TIKTOK PROMOTE	Ashley Baer | Tiktok Promote | 6013 - Advertising - Social Media	6013	6000 Sales and Marketing Expense:6010 Advertising:6013 Advertising - Social Media	142.51	
Total for 9392							**$142.51**	**$142.51**
9451								
05/01/2026	Journal Entry	05012026		To move Nichole Farley's reimbursement from GL 6342 to GL 6341.	6341	6000 Sales and Marketing Expense:6340 Public Relations - Media:6341 Media/Public Relations Events	1,451.72	
05/01/2026	Journal Entry	05012026		To move Nichole Farley's reimbursement from GL 6342 to GL 6341.	6342	6000 Sales and Marketing Expense:6340 Public Relations - Media:6342 Media Trips/FAM Tours		1,451.72
05/01/2026	Journal Entry	05012026		To move from Budget class 01 programs to 05 Travel Chico	6053	6000 Sales and Marketing Expense:6050 Creative Services:6053 Creative - Influencer	2,066.82	
05/01/2026	Journal Entry	05012026		To move from Budget class 01 programs to 05 Travel Chico	6053	6000 Sales and Marketing Expense:6050 Creative Services:6053 Creative - Influencer		2,066.82
05/01/2026	Journal Entry	05012026		To move Angelina Matey advertising form GL 6016 to GL 6070	6070	6000 Sales and Marketing Expense:6070 Dues and Memberships	15.00	
05/01/2026	Journal Entry	05012026		To move Angelina Matey advertising form GL 6016 to GL 6070	6016	6000 Sales and Marketing Expense:6010 Advertising:6016 Advertising - Other		15.00
05/01/2026	Journal Entry	05012026		To move Ashley Baer sales marketing expenses GL 6383 to GL 6382	6382	6000 Sales and Marketing Expense:6380 Travel Trade & Consumer Market Shows:6382 Travel Trade Events	1,735.99	
05/01/2026	Journal Entry	05012026		To move Ashley Baer sales marketing expenses GL 6383 to GL 6382	6383	6000 Sales and Marketing Expense:6380 Travel Trade & Consumer Market Shows:6383 Travel Trade Trips/FAM Tours		1,735.99
05/01/2026	Journal Entry	05012026		To move the expense from GL 6382 to GL 6381	6381	6000 Sales and Marketing Expense:6380 Travel Trade & Consumer Market Shows:6381 Consumer Events	2,432.04	
05/01/2026	Journal Entry	05012026		To move the expense from GL 6382 to GL 6381	6382	6000 Sales and Marketing Expense:6380 Travel Trade & Consumer Market Shows:6382 Travel Trade Events		2,432.04
05/01/2026	Journal Entry	05012026		To move the expense from GL 6382 to GL 6381	6381	6000 Sales and Marketing Expense:6380 Travel Trade & Consumer Market Shows:6381 Consumer Events	886.28	
05/01/2026	Journal Entry	05012026		To move the expense from GL 6382 to GL 6381	6382	6000 Sales and Marketing Expense:6380 Travel Trade & Consumer Market Shows:6382 Travel Trade Events		886.28
05/01/2026	Journal Entry	05012026		TO move Lucia mercado admin in expense from 7300 to 6310	6310	6000 Sales and Marketing Expense:6310 Postage	141.32	
05/01/2026	Journal Entry	05012026		TO move Lucia mercado admin in expense from 7300 to 6310	7300	7000 Administration:7300 Office Supplies		141.32
05/01/2026	Journal Entry	05012026		To move full color folded ed Map Brochure from GL 6322 to GL 6321	6321	6000 Sales and Marketing Expense:6320 Printing:6321 Adventure Guide	3,360.46	
05/01/2026	Journal Entry	05012026		To move full color folded ed Map Brochure from GL 6322 to GL 6321	6322	6000 Sales and Marketing Expense:6320 Printing:6322 Promotional Materials		3,360.46
05/01/2026	Journal Entry	05012026		To move shley Baer budget 6037 - conferences from GL#6034 to GL # 6037	6037	6000 Sales and Marketing Expense:6030 Conferences:6037 Visit California	105.20	
05/01/2026	Journal Entry	05012026		To move shley Baer budget 6037 - conferences from GL#6034 to GL # 6037	6034	6000 Sales and Marketing Expense:6030 Conferences:6034 One West Tourism Alliance		105.20
05/01/2026	Journal Entry	05012026		To move Nichole Farley One West Tourism Alliance GL 6034 to GL 7030	7030	7000 Administration:7030 Conferences & Education	895.00	
05/01/2026	Journal Entry	05012026		To move Nichole Farley One West Tourism Alliance GL 6034 to GL 7030	6034	6000 Sales and Marketing Expense:6030 Conferences:6034 One West Tourism Alliance		895.00
05/01/2026	Journal Entry	05012026		To move Nichole Farley the seabird resort GL 6034 to GL 7030	7030	7000 Administration:7030 Conferences & Education	1,388.82	
05/01/2026	Journal Entry	05012026		To move Nichole Farley the seabird resort GL 6034 to GL 7030	6034	6000 Sales and Marketing Expense:6030 Conferences:6034 One West Tourism Alliance		1,388.82
Total for 9451							**$14,478.65**	**$14,478.65**
9478								
05/01/2026	Journal Entry	04012026R		March Accounting Fees - Accrual	7330	7000 Administration:7330 Professional fees - Accounting		2,000.00
05/01/2026	Journal Entry	04012026R		March Accounting Fees - Accrual	2230	2230 Accrued Payable	2,000.00	
Total for 9478							**$2,000.00**	**$2,000.00**
9479								
05/01/2026	Journal Entry	04302026R		April Accounting Fees - Accrual	7330	7000 Administration:7330 Professional fees - Accounting		2,000.00
05/01/2026	Journal Entry	04302026R		April Accounting Fees - Accrual	2230	2230 Accrued Payable	2,000.00	
Total for 9479							**$2,000.00**	**$2,000.00**
9533								
05/01/2026	Deposit			Interest income received for Jan - Mar	1041	1041 CD 6640	826.92	
05/01/2026	Deposit			Interest income received for Jan - Mar	4810	4800 Other Types of Income:4810 Interest Income		826.92
Total for 9533							**$826.92**	**$826.92**
9534								
05/01/2026	Deposit			Interest income received for Jan - Mar	1040	1040 CD 6632	2,067.31	
05/01/2026	Deposit			Interest income received for Jan - Mar	4810	4800 Other Types of Income:4810 Interest Income		2,067.31
Total for 9534							**$2,067.31**	**$2,067.31**
9535								
05/01/2026	Journal Entry	05012026		To move Rojas Auto Glass expense from GL#7070 to GL#6655	6655	6000 Sales and Marketing Expense:6655 Vehicle - Van Expenses	750.00	
05/01/2026	Journal Entry	05012026		To move Rojas Auto Glass expense from GL#7070 to GL#6655	7070	7000 Administration:7070 General Administration		750.00

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05/01/2026	Journal Entry	05012026		To move Langlers.com expense from GL#6840 to GL#6720	6720	6000 Sales and Marketing Expense:6700 Website:6720 Travel Chico Website	200.00	
05/01/2026	Journal Entry	05012026		To move Langlers.com expense from GL#6840 to GL#6720	6840	6800 Destination Management Activity:6840 Butte County Film Commission		200.00
Total for 9535							**$950.00**	**$950.00**
9393								
05/02/2026	Expense	0C76404C79548B3F15BCA	GOOGLE ADS	Ashley Baer | Google Ads | 6013 - Advertising - Social Media	2105	2105 Divvy - Nichole #1688		299.23
05/02/2026	Expense	0C76404C79548B3F15BCA	GOOGLE ADS	Ashley Baer | Google Ads | 6013 - Advertising - Social Media	6013	6000 Sales and Marketing Expense:6010 Advertising:6013 Advertising - Social Media	299.23	
Total for 9393							**$299.23**	**$299.23**
9394								
05/02/2026	Expense	7CCF875291B6B8719E3C5	LANGLERS.COM	Nichole Farley | Langlers.com | 6720 - TC Website	2105	2105 Divvy - Nichole #1688		200.00
05/02/2026	Expense	7CCF875291B6B8719E3C5	LANGLERS.COM	Nichole Farley | Langlers.com | 6720 - TC Website	6720	6000 Sales and Marketing Expense:6700 Website:6720 Travel Chico Website	200.00	
Total for 9394							**$200.00**	**$200.00**
9395								
05/02/2026	Expense	D665FC7D0BDCE50925C2C	LANGLERS.COM	Nichole Farley | Langlers.com | 6710 - EBC Website	2105	2105 Divvy - Nichole #1688		1,200.00
05/02/2026	Expense	D665FC7D0BDCE50925C2C	LANGLERS.COM	Nichole Farley | Langlers.com | 6710 - EBC Website	6710	6000 Sales and Marketing Expense:6700 Website:6710 Explore Butte County Website	1,200.00	
Total for 9395							**$1,200.00**	**$1,200.00**
9396								
05/02/2026	Expense		ENTERPRISE	Ashley Baer | Enterprise | 6036 - Conferences - Other | Shasta Cascade Tourism Summit	2105	2105 Divvy - Nichole #1688		143.68
05/02/2026	Expense		ENTERPRISE	Ashley Baer | Enterprise | 6036 - Conferences - Other | Shasta Cascade Tourism Summit	6036	6000 Sales and Marketing Expense:6030 Conferences:6036 Other Education	143.68	
Total for 9396							**$143.68**	**$143.68**
9397								
05/02/2026	Expense	ADAEE8D8B90A7C96A8C51	Facebook	Angelina Matey | Facebook | 6013 - Advertising - Social Media TC	2105	2105 Divvy - Nichole #1688		28.00
05/02/2026	Expense	ADAEE8D8B90A7C96A8C51	Facebook	Angelina Matey | Facebook | 6013 - Advertising - Social Media TC	6013	6000 Sales and Marketing Expense:6010 Advertising:6013 Advertising - Social Media	28.00	
Total for 9397							**$28.00**	**$28.00**
9398								
05/02/2026	Expense	AF69A6C11116AE1351CB7	SKYWAY SELF STORAGE VIA PAYRIX	Lucia Mercado | Skyway Self Storage via Payrix | 6360 - Rent/Office Space (Programs)	2105	2105 Divvy - Nichole #1688		193.00
05/02/2026	Expense	AF69A6C11116AE1351CB7	SKYWAY SELF STORAGE VIA PAYRIX	Lucia Mercado | Skyway Self Storage via Payrix | 6360 - Rent/Office Space (Programs)	6360	6000 Sales and Marketing Expense:6360 Rent/Office Space	193.00	
Total for 9398							**$193.00**	**$193.00**
9399								
05/02/2026	Expense	1685E02C638A6DF0139F8	CAPCUT	Angelina Matey | Capcut | 6051 - Creative Services - Video & Photography TC	2105	2105 Divvy - Nichole #1688		19.99
05/02/2026	Expense	1685E02C638A6DF0139F8	CAPCUT	Angelina Matey | Capcut | 6051 - Creative Services - Video & Photography TC	6051	6000 Sales and Marketing Expense:6050 Creative Services:6051 Creative- Video & Photography	19.99	
Total for 9399							**$19.99**	**$19.99**
9400								
05/02/2026	Expense	766084772896660F38A42	Facebook	Angelina Matey | Facebook | 6013 - Advertising - Social Media TC	2105	2105 Divvy - Nichole #1688		280.97
05/02/2026	Expense	766084772896660F38A42	Facebook	Angelina Matey | Facebook | 6013 - Advertising - Social Media TC	6013	6000 Sales and Marketing Expense:6010 Advertising:6013 Advertising - Social Media	280.97	
Total for 9400							**$280.97**	**$280.97**
9401								
05/03/2026	Expense	19663B0BE31ABBCE308AD	MAIDU MART	Ashley Baer | Maidu Mart | 6036 - Conferences - Other | Shasta Cascade Tourism Summit - Rental car fill up	2105	2105 Divvy - Nichole #1688		56.52
05/03/2026	Expense	19663B0BE31ABBCE308AD	MAIDU MART	Ashley Baer | Maidu Mart | 6036 - Conferences - Other | Shasta Cascade Tourism Summit - Rental car fill up	6036	6000 Sales and Marketing Expense:6030 Conferences:6036 Other Education	56.52	
Total for 9401							**$56.52**	**$56.52**
9252								
05/04/2026	Bill Payment (Check)		Butte Environmental Council	Inv 517	1010	1010 GVB Checking #7188		1,000.00
05/04/2026	Bill Payment (Check)		Butte Environmental Council		20000	20000 Accounts Payable	1,000.00	
Total for 9252							**$1,000.00**	**$1,000.00**
9253								
05/04/2026	Bill Payment (Check)		Sound Source	Inv 2	1010	1010 GVB Checking #7188		2,500.00
05/04/2026	Bill Payment (Check)		Sound Source		20000	20000 Accounts Payable	2,500.00	
Total for 9253							**$2,500.00**	**$2,500.00**
9254								
05/04/2026	Bill Payment (Check)		Legacy Stage	Inv 0006	1010	1010 GVB Checking #7188		2,500.00
05/04/2026	Bill Payment (Check)		Legacy Stage		20000	20000 Accounts Payable	2,500.00	
Total for 9254							**$2,500.00**	**$2,500.00**
9255								
05/04/2026	Bill Payment (Check)		Show & Stroll Car Show	Inv 1252	1010	1010 GVB Checking #7188		1,000.00
05/04/2026	Bill Payment (Check)		Show & Stroll Car Show		20000	20000 Accounts Payable	1,000.00	
Total for 9255							**$1,000.00**	**$1,000.00**
9256								
05/04/2026	Bill Payment (Check)		Northern California Ballet	Inv 2026	1010	1010 GVB Checking #7188		1,000.00
05/04/2026	Bill Payment (Check)		Northern California Ballet		20000	20000 Accounts Payable	1,000.00	
Total for 9256							**$1,000.00**	**$1,000.00**

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9258								
05/04/2026	Bill Payment (Check)		Chico Concours	Inv 2026	1010	1010 GVB Checking #7188		500.00
05/04/2026	Bill Payment (Check)		Chico Concours		20000	20000 Accounts Payable	500.00	
Total for 9258							**$500.00**	**$500.00**
9259								
05/04/2026	Bill Payment (Check)		ChiVVA	Inv na	1010	1010 GVB Checking #7188		1,000.00
05/04/2026	Bill Payment (Check)		ChiVVA		20000	20000 Accounts Payable	1,000.00	
Total for 9259							**$1,000.00**	**$1,000.00**
9260								
05/04/2026	Bill Payment (Check)		Jason Mandly	Inv 137	1010	1010 GVB Checking #7188		500.00
05/04/2026	Bill Payment (Check)		Jason Mandly		20000	20000 Accounts Payable	500.00	
Total for 9260							**$500.00**	**$500.00**
9261								
05/04/2026	Bill Payment (Check)		Jason Mandly	Inv 138	1010	1010 GVB Checking #7188		632.50
05/04/2026	Bill Payment (Check)		Jason Mandly		20000	20000 Accounts Payable	632.50	
Total for 9261							**$632.50**	**$632.50**
9402								
05/04/2026	Expense	C133135820F57693CE8C3	Facebook	Angelina Matey | Facebook | 6013 - Advertising - Social Media TC	2105	2105 Divvy - Nichole #1688		161.00
05/04/2026	Expense	C133135820F57693CE8C3	Facebook	Angelina Matey | Facebook | 6013 - Advertising - Social Media TC	6013	6000 Sales and Marketing Expense:6010 Advertising:6013 Advertising - Social Media	161.00	
Total for 9402							**$161.00**	**$161.00**
9403								
05/04/2026	Credit Card Credit	6F47B272A2266A09C477E	MAIN CARE ENERGY	Nichole Farley | Main Care Energy | Explore Butte County	2105	2105 Divvy - Nichole #1688	749.85	
05/04/2026	Credit Card Credit	6F47B272A2266A09C477E	MAIN CARE ENERGY	Nichole Farley | Main Care Energy | Explore Butte County	6710	6000 Sales and Marketing Expense:6700 Website:6710 Explore Butte County Website		749.85
Total for 9403							**$749.85**	**$749.85**
9454								
05/04/2026	Expense		Divvy	ACH Payment EWALLET - DIVVYP Divvy Cred	1010	1010 GVB Checking #7188		18,289.44
05/04/2026	Expense		Divvy	ACH Payment EWALLET - DIVVYP Divvy Cred	2105	2105 Divvy - Nichole #1688	18,289.44	
Total for 9454							**$18,289.44**	**$18,289.44**
9462								
05/04/2026	Expense		Humana, Inc.	ACH Payment HUMANA, INC. INS PYMT	1010	1010 GVB Checking #7188		213.03
05/04/2026	Expense		Humana, Inc.	ACH Payment HUMANA, INC. INS PYMT	6470	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6440 Health Insurance:6470 Dental and Vision	213.03	
Total for 9462							**$213.03**	**$213.03**
9262								
05/05/2026	Payment	045222	City of Chico - TBID Assessment		1010	1010 GVB Checking #7188	43,449.40	
05/05/2026	Payment	045222	City of Chico - TBID Assessment		1100	1100 Accounts Receivable		43,449.40
Total for 9262							**$43,449.40**	**$43,449.40**
9371								
05/05/2026	Bill	1052	Downtown Oroville Business Association	2026 Annual Sponsorship	20000	20000 Accounts Payable		6,000.00
05/05/2026	Bill	1052	Downtown Oroville Business Association	2026 Annual Sponsorship	6930	6900 Zone Micro-Funding:6930 Zone Micro Expense - Oroville	6,000.00	
Total for 9371							**$6,000.00**	**$6,000.00**
9404								
05/05/2026	Expense	4E1E840ACB4CAA543FBF0	Facebook	Angelina Matey | Facebook | 6013 - Advertising - Social Media TC	2105	2105 Divvy - Nichole #1688		28.00
05/05/2026	Expense	4E1E840ACB4CAA543FBF0	Facebook	Angelina Matey | Facebook | 6013 - Advertising - Social Media TC	6013	6000 Sales and Marketing Expense:6010 Advertising:6013 Advertising - Social Media	28.00	
Total for 9404							**$28.00**	**$28.00**
9472								
05/05/2026	Expense		BILL.COM		1010	1010 GVB Checking #7188		414.01
05/05/2026	Expense		BILL.COM	Ashley Baer | Budget: 6051 - Creative services.- ASL video collection	6051	6000 Sales and Marketing Expense:6050 Creative Services:6051 Creative- Video & Photography	4.79	
05/05/2026	Expense		BILL.COM	Lucia Mercado |Budget - 6930 - Oroville Tourism Committee - Oroville Day - Speaker at ODBA Meeting & Door to Door Visits	6930	6900 Zone Micro-Funding:6930 Zone Micro Expense - Oroville	31.83	
05/05/2026	Expense		BILL.COM	Ashley Baer | Budget: 6051 - Creative services.- Filming at Chico Womens Club for ASL Bonfire Storytelling	6051	6000 Sales and Marketing Expense:6050 Creative Services:6051 Creative- Video & Photography	43.65	
05/05/2026	Expense		BILL.COM	Melody Espindula | Budget: 6051 - Creative services.- Content creation	6051	6000 Sales and Marketing Expense:6050 Creative Services:6051 Creative- Video & Photography	42.05	
05/05/2026	Expense		BILL.COM	Melody Espindula | Budget: 6051 - Creative services.- Content creation	6051	6000 Sales and Marketing Expense:6050 Creative Services:6051 Creative- Video & Photography	34.80	
05/05/2026	Expense		BILL.COM	Ashley Baer | Budget: 6051 - Creative services.-Filming Big Boy Whistle Stop	6051	6000 Sales and Marketing Expense:6050 Creative Services:6051 Creative- Video & Photography	10.88	
05/05/2026	Expense		BILL.COM	Melody Espindula| Budget: 6051 - Creative services.- Footage of Phantom Falls Hike	6051	6000 Sales and Marketing Expense:6050 Creative Services:6051 Creative- Video & Photography	36.25	
05/05/2026	Expense		BILL.COM	Ashley Baer | Budget: 6051 - Creative services.Filming for ASL video at Sign Club practice at Equilateral Coffee, Chico	6051	6000 Sales and Marketing Expense:6050 Creative Services:6051 Creative- Video & Photography	41.33	
05/05/2026	Expense		BILL.COM	AShley Baer| Budget:7570 - Admin Travel- Interview for Trails, Tales, and Ales podcast	7570	7000 Administration:7570 Travel	5.58	
05/05/2026	Expense		BILL.COM	Melody Espindula| Budget: 6051 - Creative services.- Paradise Content Day	6051	6000 Sales and Marketing Expense:6050 Creative Services:6051 Creative- Video & Photography	25.38	
05/05/2026	Expense		BILL.COM	AShley Baer| Budget: 7570 - Admin Travel - Networking Hour	7570	7000 Administration:7570 Travel	2.47	

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TRANSACTION DATE	TRANSACTION TYPE	NUM	NAME	DESCRIPTION	DISTRIBUTION ACCOUNT NUMBER	ACCOUNT NAME	DEBIT	CREDIT
05/05/2026	Expense		BILL.COM	AShley Baer| Budget: 7570 - Admin Travel Upstate Summit Rental Car pickup	7570	7000 Administration:7570 Travel	10.66	
05/05/2026	Expense		BILL.COM	Nichole Farley | Budget : 6383 - Travel Trade Trips/FAM Tours:CalCup in Irvine	6383	6000 Sales and Marketing Expense:6380 Travel Trade & Consumer Market Shows:6383 Travel Trade Trips/FAM Tours	124.34	
Total for 9472							**$414.01**	**$414.01**
9532								
05/05/2026	Deposit			Cooperative Funding	1010	1010 GVB Checking #7188	4,500.00	
05/05/2026	Deposit			Cooperative Funding	4850	4800 Other Types of Income:4850 Cooperative Program Funding		4,500.00
Total for 9532							**$4,500.00**	**$4,500.00**
9473								
05/06/2026	Expense		BILL.COM		1010	1010 GVB Checking #7188		12.25
05/06/2026	Expense		BILL.COM	Ashley| Budget : 7570 - Admin Travel ,Administration Expenses:Travel	7570	7000 Administration:7570 Travel	12.25	
Total for 9473							**$12.25**	**$12.25**
9405								
05/07/2026	Expense	BF9E44446A75A34D0103A	META PAY	Ashley Baer | Meta Pay | 6013 - Advertising - Social Media	2105	2105 Divvy - Nichole #1688		64.00
05/07/2026	Expense	BF9E44446A75A34D0103A	META PAY	Ashley Baer | Meta Pay | 6013 - Advertising - Social Media	6013	6000 Sales and Marketing Expense:6010 Advertising:6013 Advertising - Social Media	64.00	
Total for 9405							**$64.00**	**$64.00**
9406								
05/07/2026	Expense	9DB7503D94B540293204A	Facebook	Angelina Matey | Facebook | 6013 - Advertising - Social Media TC	2105	2105 Divvy - Nichole #1688		28.00
05/07/2026	Expense	9DB7503D94B540293204A	Facebook	Angelina Matey | Facebook | 6013 - Advertising - Social Media TC	6013	6000 Sales and Marketing Expense:6010 Advertising:6013 Advertising - Social Media	28.00	
Total for 9406							**$28.00**	**$28.00**
9455								
05/07/2026	Journal Entry	05072026		Payroll for the period 04/19/2026 - 05/02/2026	6410	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6410 Staffing - Marketing Payroll	11,473.13	
05/07/2026	Journal Entry	05072026		Payroll for the period 04/19/2026 - 05/02/2026	7410	7000 Administration:7400 Staffing - Admin (10%):7410 Staffing - Admin Payroll	1,274.79	
05/07/2026	Journal Entry	05072026		Payroll for the period 04/19/2026 - 05/02/2026	6420	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6420 Staffing - Payroll Taxes - Mktg	889.72	
05/07/2026	Journal Entry	05072026		Payroll for the period 04/19/2026 - 05/02/2026	7420	7000 Administration:7400 Staffing - Admin (10%):7420 Payroll Taxes - Admin	98.86	
05/07/2026	Journal Entry	05072026		Payroll for the period 04/19/2026 - 05/02/2026	6450	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6450 401k	430.69	
05/07/2026	Journal Entry	05072026		Payroll for the period 04/19/2026 - 05/02/2026	7450	7000 Administration:7400 Staffing - Admin (10%):7450 401K	47.85	
05/07/2026	Journal Entry	05072026		Payroll for the period 04/19/2026 - 05/02/2026	6440	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6440 Health Insurance	1,189.27	
05/07/2026	Journal Entry	05072026		Payroll for the period 04/19/2026 - 05/02/2026	7440	7000 Administration:7400 Staffing - Admin (10%):7440 Health Insurance	132.14	
05/07/2026	Journal Entry	05072026		Payroll for the period 04/19/2026 - 05/02/2026	6470	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6440 Health Insurance:6470 Dental and Vision	54.45	
05/07/2026	Journal Entry	05072026		Payroll for the period 04/19/2026 - 05/02/2026	7470	7000 Administration:7400 Staffing - Admin (10%):7440 Health Insurance:7470 Dental and Vision	6.05	
05/07/2026	Journal Entry	05072026		Payroll for the period 04/19/2026 - 05/02/2026	7350	7000 Administration:7350 Professional Fees - Human Resources	285.20	
05/07/2026	Journal Entry	05072026		Payroll for the period 04/19/2026 - 05/02/2026	2410	2410 Retirement plan liability		1,550.14
05/07/2026	Journal Entry	05072026		Payroll for the period 04/19/2026 - 05/02/2026	2400	2400 Payroll Liabilities		1,321.41
05/07/2026	Journal Entry	05072026		Payroll for the period 04/19/2026 - 05/02/2026	2400	2400 Payroll Liabilities		106.52
05/07/2026	Journal Entry	05072026		Payroll for the period 04/19/2026 - 05/02/2026	1010	1010 GVB Checking #7188		12,904.08
Total for 9455							**$15,882.15**	**$15,882.15**
9538								
05/07/2026	Credit Card Credit		WOOD WORLD OF TEXAS		2105	2105 Divvy - Nichole #1688	10,554.38	
05/07/2026	Credit Card Credit		WOOD WORLD OF TEXAS		7070	7000 Administration:7070 General Administration		10,554.38
Total for 9538							**$10,554.38**	**$10,554.38**
9463								
05/08/2026	Expense	To print	Hotel Diamond		2105	2105 Divvy - Nichole #1688		340.29
05/08/2026	Expense	To print	Hotel Diamond	Ashley Baer | 6053 - Creative Services - Influencer	6053	6000 Sales and Marketing Expense:6050 Creative Services:6053 Creative - Influencer	340.29	
Total for 9463							**$340.29**	**$340.29**
9407								
05/09/2026	Expense	6042551A24A168C6C99A9	PROVISIONS	Melody Espindula | Provisions | 6051 - Creative Services - Video & Photography	2105	2105 Divvy - Nichole #1688		14.61
05/09/2026	Expense	6042551A24A168C6C99A9	PROVISIONS	Melody Espindula | Provisions | 6051 - Creative Services - Video & Photography	6051	6000 Sales and Marketing Expense:6050 Creative Services:6051 Creative- Video & Photography	14.61	
Total for 9407							**$14.61**	**$14.61**
9408								
05/09/2026	Expense	A167C43776A73B6628732	UNION COFFEE CLUB	Melody Espindula | Union Coffee Club | 6051 - Creative Services - Video & Photography | Day in Oroville Video	2105	2105 Divvy - Nichole #1688		6.56
05/09/2026	Expense	A167C43776A73B6628732	UNION COFFEE CLUB	Melody Espindula | Union Coffee Club | 6051 - Creative Services - Video & Photography | Day in Oroville Video	6051	6000 Sales and Marketing Expense:6050 Creative Services:6051 Creative- Video & Photography	6.56	
Total for 9408							**$6.56**	**$6.56**
9185								
05/11/2026	Bill Payment (Check)		Sound Source	Inv 04	1010	1010 GVB Checking #7188		1,000.00
05/11/2026	Bill Payment (Check)		Sound Source		20000	20000 Accounts Payable	1,000.00	
Total for 9185							**$1,000.00**	**$1,000.00**
9257								
05/11/2026	Bill Payment (Check)		Nolan Erickson	Inv 1406	1010	1010 GVB Checking #7188		2,066.82
05/11/2026	Bill Payment (Check)		Nolan Erickson		20000	20000 Accounts Payable	2,066.82	
Total for 9257							**$2,066.82**	**$2,066.82**

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9409								
05/11/2026	Expense	43577BCE0AF2860B33431	Facebook	Angelina Matey | Facebook | 6013 - Advertising - Social Media TC	2105	2105 Divvy - Nichole #1688		161.00
05/11/2026	Expense	43577BCE0AF2860B33431	Facebook	Angelina Matey | Facebook | 6013 - Advertising - Social Media TC	6013	6000 Sales and Marketing Expense:6010 Advertising:6013 Advertising - Social Media	161.00	
Total for 9409							**$161.00**	**$161.00**
9459								
05/11/2026	Expense		BETTERMENT	ACH Payment BETTERMENT SEC TRANSFER	1010	1010 GVB Checking #7188		1,550.14
05/11/2026	Expense		BETTERMENT	ACH Payment BETTERMENT SEC TRANSFER	2410	2410 Retirement plan liability	1,550.14	
Total for 9459							**$1,550.14**	**$1,550.14**
9537								
05/11/2026	Credit Card Credit		NAPOLEON STONE		2105	2105 Divvy - Nichole #1688	1,029.83	
05/11/2026	Credit Card Credit		NAPOLEON STONE		7070	7000 Administration:7070 General Administration		1,029.83
Total for 9537							**$1,029.83**	**$1,029.83**
9410								
05/12/2026	Expense	5A47E1881060C3BCA4DBE	MAIDU MART	Ashley Baer | Maidu Mart | 7030 - Admin Conference, Convention, Meetings | Car fill up	2105	2105 Divvy - Nichole #1688		63.42
05/12/2026	Expense	5A47E1881060C3BCA4DBE	MAIDU MART	Ashley Baer | Maidu Mart | 7030 - Admin Conference, Convention, Meetings | Car fill up	7030	7000 Administration:7030 Conferences & Education	63.42	
Total for 9410							**$63.42**	**$63.42**
9536								
05/12/2026	Credit Card Credit		ROJAS AUTO GLASS		2105	2105 Divvy - Nichole #1688	750.00	
05/12/2026	Credit Card Credit		ROJAS AUTO GLASS		6655	6000 Sales and Marketing Expense:6655 Vehicle - Van Expenses		750.00
Total for 9536							**$750.00**	**$750.00**
9411								
05/13/2026	Expense	A57825549D9413687A87D	ONLINE POSTAGE	Lucia Mercado | Online Postage | 6310 - Postage	2105	2105 Divvy - Nichole #1688		412.00
05/13/2026	Expense	A57825549D9413687A87D	ONLINE POSTAGE	Lucia Mercado | Online Postage | 6310 - Postage	6310	6000 Sales and Marketing Expense:6310 Postage	412.00	
Total for 9411							**$412.00**	**$412.00**
9412								
05/13/2026	Expense	5318CD8A4081D1D830557	EL REPARO	Lucia Mercado | El Reparo | 6200 - Meals | Marcos Lunch for helping pickup and unload new Bidwell Maps	2105	2105 Divvy - Nichole #1688		20.21
05/13/2026	Expense	5318CD8A4081D1D830557	EL REPARO	Lucia Mercado | El Reparo | 6200 - Meals | Marcos Lunch for helping pickup and unload new Bidwell Maps	6200	6000 Sales and Marketing Expense:6200 Meals	20.21	
Total for 9412							**$20.21**	**$20.21**
9413								
05/13/2026	Expense	7093138FD6DFB7FCFA777	CITYOFSAC PARKNGGARAGE	Ashley Baer | Cityofsac Parknggarage | 7030 - Admin Conference, Convention, Meetings | CalTravel Advocacy Day	2105	2105 Divvy - Nichole #1688		28.00
05/13/2026	Expense	7093138FD6DFB7FCFA777	CITYOFSAC PARKNGGARAGE	Ashley Baer | Cityofsac Parknggarage | 7030 - Admin Conference, Convention, Meetings | CalTravel Advocacy Day	7030	7000 Administration:7030 Conferences & Education	28.00	
Total for 9413							**$28.00**	**$28.00**
9414								
05/13/2026	Expense	1ED59BABAF4E4EA4AB284	Facebook	Angelina Matey | Facebook | 6013 - Advertising - Social Media TC	2105	2105 Divvy - Nichole #1688		2.82
05/13/2026	Expense	1ED59BABAF4E4EA4AB284	Facebook	Angelina Matey | Facebook | 6013 - Advertising - Social Media TC	6013	6000 Sales and Marketing Expense:6010 Advertising:6013 Advertising - Social Media	2.82	
Total for 9414							**$2.82**	**$2.82**
9524								
05/13/2026	Expense		Harland Checks	HARLAND CLARKE CHK ORDER CHECK ORDER BILLING	1010	1010 GVB Checking #7188		129.06
05/13/2026	Expense		Harland Checks	HARLAND CLARKE CHK ORDER CHECK ORDER BILLING	7300	7000 Administration:7300 Office Supplies	129.06	
Total for 9524							**$129.06**	**$129.06**
9415								
05/14/2026	Expense	E0AD1803FDB2B9A1A4475	GOOGLE FI WIRELESS	Ashley Baer | Google Fi Wireless | 7560 - Admin Telephone, Telecommunications	2105	2105 Divvy - Nichole #1688		92.81
05/14/2026	Expense	E0AD1803FDB2B9A1A4475	GOOGLE FI WIRELESS	Ashley Baer | Google Fi Wireless | 7560 - Admin Telephone, Telecommunications	7560	7000 Administration:7560 Telephone, Telecommunications	92.81	
Total for 9415							**$92.81**	**$92.81**
9416								
05/14/2026	Expense	B233696184948B0668FC2	STOBLE WORKPLACE	Melody Espindula | Stoble Workplace | 6360 - Rent/Office Space (Programs)	2105	2105 Divvy - Nichole #1688		35.00
05/14/2026	Expense	B233696184948B0668FC2	STOBLE WORKPLACE	Melody Espindula | Stoble Workplace | 6360 - Rent/Office Space (Programs)	6360	6000 Sales and Marketing Expense:6360 Rent/Office Space	35.00	
Total for 9416							**$35.00**	**$35.00**
9417								
05/14/2026	Expense	8C0D6EDEE678B0489F394	KINGDOM COFFEE ROA	Ashley Baer | Kingdom Coffee Roa | 7030 - Admin Conference, Convention, Meetings | CalTravel advocacy days	2105	2105 Divvy - Nichole #1688		8.75
05/14/2026	Expense	8C0D6EDEE678B0489F394	KINGDOM COFFEE ROA	Ashley Baer | Kingdom Coffee Roa | 7030 - Admin Conference, Convention, Meetings | CalTravel advocacy days	7030	7000 Administration:7030 Conferences & Education	8.75	
Total for 9417							**$8.75**	**$8.75**
9418								
05/14/2026	Expense	D84F9D24EEFB28EB8B8D6	INTUIT PAYROLL EXPENSES	Nichole Farley | Intuit Payroll Expenses | 7330 - Accounting Services	2105	2105 Divvy - Nichole #1688		115.00
05/14/2026	Expense	D84F9D24EEFB28EB8B8D6	INTUIT PAYROLL EXPENSES	Nichole Farley | Intuit Payroll Expenses | 7330 - Accounting Services	7330	7000 Administration:7330 Professional fees - Accounting	115.00	
Total for 9418							**$115.00**	**$115.00**
9419								
05/14/2026	Expense	0B6D4D631EA305B140C07	THE CITIZEN HOTEL	Ashley Baer | The Citizen Hotel | 6036 - Conferences - Other | For CalTravel Advocacy	2105	2105 Divvy - Nichole #1688		102.00
05/14/2026	Expense	0B6D4D631EA305B140C07	THE CITIZEN HOTEL	Ashley Baer | The Citizen Hotel | 6036 - Conferences - Other | For CalTravel Advocacy	6036	6000 Sales and Marketing Expense:6030 Conferences:6036 Other Education	102.00	
Total for 9419							**$102.00**	**$102.00**

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TRANSACTION DATE	TRANSACTION TYPE	NUM	NAME	DESCRIPTION	DISTRIBUTION ACCOUNT NUMBER	ACCOUNT NAME	DEBIT	CREDIT
9420								
05/14/2026	Expense	906EACB3D933EA96CBEFF	FOLSOM THAI	Ashley Baer | Folsom Thai | 6036 - Conferences - Other | CalTravel Advocacy Day	2105	2105 Divvy - Nichole #1688		34.00
05/14/2026	Expense	906EACB3D933EA96CBEFF	FOLSOM THAI	Ashley Baer | Folsom Thai | 6036 - Conferences - Other | CalTravel Advocacy Day	6036	6000 Sales and Marketing Expense:6030 Conferences:6036 Other Education	34.00	
Total for 9420							**$34.00**	**$34.00**
9421								
05/15/2026	Expense	C5CC8D9218B6E35D50735	CITYOFSAC PARKNGGARAGE	Ashley Baer | Cityofsac Parknggarage | 6036 - Conferences - Other | CalTravel Advocacy Day #2 Parking	2105	2105 Divvy - Nichole #1688		30.00
05/15/2026	Expense	C5CC8D9218B6E35D50735	CITYOFSAC PARKNGGARAGE	Ashley Baer | Cityofsac Parknggarage | 6036 - Conferences - Other | CalTravel Advocacy Day #2 Parking	6036	6000 Sales and Marketing Expense:6030 Conferences:6036 Other Education	30.00	
Total for 9421							**$30.00**	**$30.00**
9422								
05/15/2026	Expense	D0F6107358E165B7125EA	Cloudflare	Ashley Baer | Cloudflare | 6710 - EBC Website	2105	2105 Divvy - Nichole #1688		25.00
05/15/2026	Expense	D0F6107358E165B7125EA	Cloudflare	Ashley Baer | Cloudflare | 6710 - EBC Website	6710	6000 Sales and Marketing Expense:6700 Website:6710 Explore Butte County Website	25.00	
Total for 9422							**$25.00**	**$25.00**
9423								
05/16/2026	Expense	FE072606211506DF155C4	TEA BAR & FUSION CAF	Lucia Mercado | Tea Bar & Fusion Caf | 6342 - MediaTrips/FAM Tours | Journalist with SCWA	2105	2105 Divvy - Nichole #1688		20.00
05/16/2026	Expense	FE072606211506DF155C4	TEA BAR & FUSION CAF	Lucia Mercado | Tea Bar & Fusion Caf | 6342 - MediaTrips/FAM Tours | Journalist with SCWA	6342	6000 Sales and Marketing Expense:6340 Public Relations - Media:6342 Media Trips/FAM Tours	20.00	
Total for 9423							**$20.00**	**$20.00**
9424								
05/16/2026	Expense	86D431B1915102A59B086	DAYCAMP COFFEE	Lucia Mercado | Daycamp Coffee | 6342 - MediaTrips/FAM Tours | Journalist with SCWA	2105	2105 Divvy - Nichole #1688		10.32
05/16/2026	Expense	86D431B1915102A59B086	DAYCAMP COFFEE	Lucia Mercado | Daycamp Coffee | 6342 - MediaTrips/FAM Tours | Journalist with SCWA	6342	6000 Sales and Marketing Expense:6340 Public Relations - Media:6342 Media Trips/FAM Tours	10.32	
Total for 9424							**$10.32**	**$10.32**
9425								
05/16/2026	Expense	51690519139C654B08CCF	ARBITERY WINNER PICKER	Ashley Baer | Arbitery Winner Picker | 6013 - Advertising - Social Media	2105	2105 Divvy - Nichole #1688		3.99
05/16/2026	Expense	51690519139C654B08CCF	ARBITERY WINNER PICKER	Ashley Baer | Arbitery Winner Picker | 6013 - Advertising - Social Media	6013	6000 Sales and Marketing Expense:6010 Advertising:6013 Advertising - Social Media	3.99	
Total for 9425							**$3.99**	**$3.99**
9464								
05/17/2026	Expense	To print	Hotel Katerina		2105	2105 Divvy - Nichole #1688		27.94
05/17/2026	Expense	To print	Hotel Katerina	Ashley Baer | 6342 - Media Trips /FAM tours	6342	6000 Sales and Marketing Expense:6340 Public Relations - Media:6342 Media Trips/FAM Tours	27.94	
Total for 9464							**$27.94**	**$27.94**
9426								
05/18/2026	Expense	3056E219D5C318AB8FD04	Facebook	Angelina Matey | Facebook | 6013 - Advertising - Social Media TC	2105	2105 Divvy - Nichole #1688		91.97
05/18/2026	Expense	3056E219D5C318AB8FD04	Facebook	Angelina Matey | Facebook | 6013 - Advertising - Social Media TC	6013	6000 Sales and Marketing Expense:6010 Advertising:6013 Advertising - Social Media	91.97	
Total for 9426							**$91.97**	**$91.97**
9427								
05/19/2026	Expense	00D933E87226A8CC66015	CHICOCHAMB	Lucia Mercado | Chicochamb | 6070 - Dues and Memberships	2105	2105 Divvy - Nichole #1688		20.00
05/19/2026	Expense	00D933E87226A8CC66015	CHICOCHAMB	Lucia Mercado | Chicochamb | 6070 - Dues and Memberships	6070	6000 Sales and Marketing Expense:6070 Dues and Memberships	20.00	
Total for 9427							**$20.00**	**$20.00**
9428								
05/19/2026	Expense	1CCECA18AE7D76AE0B5A0	TRAVEL RESERVATION	Ashley Baer | Travel Reservation | 6053 - Creative Services - Influencer | JUNE Visit for @thisworldofadventure	2105	2105 Divvy - Nichole #1688		274.90
05/19/2026	Expense	1CCECA18AE7D76AE0B5A0	TRAVEL RESERVATION	Ashley Baer | Travel Reservation | 6053 - Creative Services - Influencer | JUNE Visit for @thisworldofadventure	6053	6000 Sales and Marketing Expense:6050 Creative Services:6053 Creative - Influencer	274.90	
Total for 9428							**$274.90**	**$274.90**
9429								
05/19/2026	Expense	0A5F721F53CF2654217EF	EB BARNFIRE DAY BON	Ashley Baer | Eb Barnfire Day Bon | 6053 - Creative Services - Influencer	2105	2105 Divvy - Nichole #1688		42.10
05/19/2026	Expense	0A5F721F53CF2654217EF	EB BARNFIRE DAY BON	Ashley Baer | Eb Barnfire Day Bon | 6053 - Creative Services - Influencer	6053	6000 Sales and Marketing Expense:6050 Creative Services:6053 Creative - Influencer	42.10	
Total for 9429							**$42.10**	**$42.10**
9367								
05/20/2026	Bill	1242	Stephanie Kay Films	Summer Ad Hoc Videos	20000	20000 Accounts Payable		2,000.00
05/20/2026	Bill	1242	Stephanie Kay Films	Summer Ad Hoc Videos	6051	6000 Sales and Marketing Expense:6050 Creative Services:6051 Creative- Video & Photography	2,000.00	
Total for 9367							**$2,000.00**	**$2,000.00**
9368								
05/20/2026	Bill	2	Hansen Holland	Signature Package (50%) & Reimbursements	20000	20000 Accounts Payable		3,279.35
05/20/2026	Bill	2	Hansen Holland	Signature Package (50%) & Reimbursements	6053	6000 Sales and Marketing Expense:6050 Creative Services:6053 Creative - Influencer	3,279.35	
Total for 9368							**$3,279.35**	**$3,279.35**
9369								
05/20/2026	Bill	199	U.T.B. Studios	Video Editing Services - Summer Ads	20000	20000 Accounts Payable		2,000.00
05/20/2026	Bill	199	U.T.B. Studios	Video Editing Services - Summer Ads	6051	6000 Sales and Marketing Expense:6050 Creative Services:6051 Creative- Video & Photography	2,000.00	
Total for 9369							**$2,000.00**	**$2,000.00**
9430								
05/20/2026	Expense	A1D9B25E27278C6F8D9AC	TIKTOK PROMOTE	Angelina Matey | Tiktok Promote | 6013 - Advertising - Social Media TC	2105	2105 Divvy - Nichole #1688		219.66
05/20/2026	Expense	A1D9B25E27278C6F8D9AC	TIKTOK PROMOTE	Angelina Matey | Tiktok Promote | 6013 - Advertising - Social Media TC	6013	6000 Sales and Marketing Expense:6010 Advertising:6013 Advertising - Social Media	219.66	
Total for 9430							**$219.66**	**$219.66**

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9431								
05/20/2026	Expense	EB062718ABD35AC65D195	TIKTOK PROMOTE	Angelina Matey | Tiktok Promote | 6013 - Advertising - Social Media TC	2105	2105 Divvy - Nichole #1688		180.56
05/20/2026	Expense	EB062718ABD35AC65D195	TIKTOK PROMOTE	Angelina Matey | Tiktok Promote | 6013 - Advertising - Social Media TC	6013	6000 Sales and Marketing Expense:6010 Advertising:6013 Advertising - Social Media	180.56	
Total for 9431							**$180.56**	**$180.56**
9374								
05/21/2026	Payment	040330	City of Chico - TBID Assessment		1010	1010 GVB Checking #7188	32,054.26	
05/21/2026	Payment	040330	City of Chico - TBID Assessment		1100	1100 Accounts Receivable		32,054.26
Total for 9374							**$32,054.26**	**$32,054.26**
9432								
05/21/2026	Expense	902B1B0653A40ECA9CCA9	BIDWELL INSURANCE AGENCY	Nichole Farley | Bidwell Insurance Agency | 7100 - Admin Insurance	2105	2105 Divvy - Nichole #1688		1,765.42
05/21/2026	Expense	902B1B0653A40ECA9CCA9	BIDWELL INSURANCE AGENCY	Nichole Farley | Bidwell Insurance Agency | 7100 - Admin Insurance	7100	7000 Administration:7100 Insurance	1,765.42	
Total for 9432							**$1,765.42**	**$1,765.42**
9433								
05/21/2026	Expense	9DC53EF1CF4F49FB909A0	Facebook	Angelina Matey | Facebook | 6013 - Advertising - Social Media TC	2105	2105 Divvy - Nichole #1688		269.68
05/21/2026	Expense	9DC53EF1CF4F49FB909A0	Facebook	Angelina Matey | Facebook | 6013 - Advertising - Social Media TC	6013	6000 Sales and Marketing Expense:6010 Advertising:6013 Advertising - Social Media	269.68	
Total for 9433							**$269.68**	**$269.68**
9434								
05/21/2026	Expense	24B2F39F22EDABB3C5AF9	Facebook	Ashley Baer | Facebook | 6013 - Advertising - Social Media	2105	2105 Divvy - Nichole #1688		558.77
05/21/2026	Expense	24B2F39F22EDABB3C5AF9	Facebook	Ashley Baer | Facebook | 6013 - Advertising - Social Media	6013	6000 Sales and Marketing Expense:6010 Advertising:6013 Advertising - Social Media	558.77	
Total for 9434							**$558.77**	**$558.77**
9435								
05/21/2026	Expense	0530053A4AA1FDD716826	Facebook	Ashley Baer | Facebook | 6013 - Advertising - Social Media	2105	2105 Divvy - Nichole #1688		299.97
05/21/2026	Expense	0530053A4AA1FDD716826	Facebook	Ashley Baer | Facebook | 6013 - Advertising - Social Media	6013	6000 Sales and Marketing Expense:6010 Advertising:6013 Advertising - Social Media	299.97	
Total for 9435							**$299.97**	**$299.97**
9436								
05/21/2026	Expense	09DEDC8A0726F262CA9E1	Facebook	Lucia Mercado | Facebook | 6013 - Advertising - Social Media CP	2105	2105 Divvy - Nichole #1688		95.27
05/21/2026	Expense	09DEDC8A0726F262CA9E1	Facebook	Lucia Mercado | Facebook | 6013 - Advertising - Social Media CP	6013	6000 Sales and Marketing Expense:6010 Advertising:6013 Advertising - Social Media	95.27	
Total for 9436							**$95.27**	**$95.27**
9460								
05/21/2026	Expense			ACH Payment CHOICE ADMIN ONLIN PMNT EPAYMENT	1010	1010 GVB Checking #7188		2,672.85
05/21/2026	Expense			ACH Payment CHOICE ADMIN ONLIN PMNT EPAYMENT	6440	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6440 Health Insurance	2,672.85	
Total for 9460							**$2,672.85**	**$2,672.85**
9483								
05/21/2026	Bill	INV-002203	Langlers WebWorks	Project: CraftCMS Community Events Hub - "Craft365"	20000	20000 Accounts Payable		6,000.00
05/21/2026	Bill	INV-002203	Langlers WebWorks	Project: CraftCMS Community Events Hub - "Craft365"	6740	6000 Sales and Marketing Expense:6700 Website:6740 Butte365 Community Calendar	6,000.00	
Total for 9483							**$6,000.00**	**$6,000.00**
9373								
05/22/2026	Bill Payment (Check)		Ripe, Inc	Inv 4284	1010	1010 GVB Checking #7188		1,000.00
05/22/2026	Bill Payment (Check)		Ripe, Inc		20000	20000 Accounts Payable	1,000.00	
Total for 9373							**$1,000.00**	**$1,000.00**
9437								
05/22/2026	Expense	12971E51F1796AA5D7EA3	Vimeo	Nichole Farley | Vimeo | 6051 - Creative Services - Video & Photography	2105	2105 Divvy - Nichole #1688		300.00
05/22/2026	Expense	12971E51F1796AA5D7EA3	Vimeo	Nichole Farley | Vimeo | 6051 - Creative Services - Video & Photography	6051	6000 Sales and Marketing Expense:6050 Creative Services:6051 Creative- Video & Photography	300.00	
Total for 9437							**$300.00**	**$300.00**
9456								
05/22/2026	Journal Entry	05222026		Payroll for the period 05/03/2026 - 05/16/2026	6410	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6410 Staffing - Marketing Payroll	11,513.36	
05/22/2026	Journal Entry	05222026		Payroll for the period 05/03/2026 - 05/16/2026	7410	7000 Administration:7400 Staffing - Admin (10%):7410 Staffing - Admin Payroll	1,279.26	
05/22/2026	Journal Entry	05222026		Payroll for the period 05/03/2026 - 05/16/2026	6420	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6420 Staffing - Payroll Taxes - Mktg	893.01	
05/22/2026	Journal Entry	05222026		Payroll for the period 05/03/2026 - 05/16/2026	7420	7000 Administration:7400 Staffing - Admin (10%):7420 Payroll Taxes - Admin	99.22	
05/22/2026	Journal Entry	05222026		Payroll for the period 05/03/2026 - 05/16/2026	6450	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6450 401k	432.04	
05/22/2026	Journal Entry	05222026		Payroll for the period 05/03/2026 - 05/16/2026	7450	7000 Administration:7400 Staffing - Admin (10%):7450 401K	48.00	
05/22/2026	Journal Entry	05222026		Payroll for the period 05/03/2026 - 05/16/2026	6440	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6440 Health Insurance	1,189.27	
05/22/2026	Journal Entry	05222026		Payroll for the period 05/03/2026 - 05/16/2026	7440	7000 Administration:7400 Staffing - Admin (10%):7440 Health Insurance	132.14	
05/22/2026	Journal Entry	05222026		Payroll for the period 05/03/2026 - 05/16/2026	6470	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6440 Health Insurance:6470 Dental and Vision	54.45	
05/22/2026	Journal Entry	05222026		Payroll for the period 05/03/2026 - 05/16/2026	7470	7000 Administration:7400 Staffing - Admin (10%):7440 Health Insurance:7470 Dental and Vision	6.05	
05/22/2026	Journal Entry	05222026		Payroll for the period 05/03/2026 - 05/16/2026	7350	7000 Administration:7350 Professional Fees - Human Resources	285.20	
05/22/2026	Journal Entry	05222026		Payroll for the period 05/03/2026 - 05/16/2026	2410	2410 Retirement plan liability		1,551.64
05/22/2026	Journal Entry	05222026		Payroll for the period 05/03/2026 - 05/16/2026	2400	2400 Payroll Liabilities		1,321.41
05/22/2026	Journal Entry	05222026		Payroll for the period 05/03/2026 - 05/16/2026	2400	2400 Payroll Liabilities		106.52

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TRANSACTION DATE	TRANSACTION TYPE	NUM	NAME	DESCRIPTION	DISTRIBUTION ACCOUNT NUMBER	ACCOUNT NAME	DEBIT	CREDIT
05/22/2026	Journal Entry	05222026		Payroll for the period 05/03/2026 - 05/16/2026	1010	1010 GVB Checking #7188		12,952.43
Total for 9456							**$15,932.00**	**$15,932.00**
9474								
05/22/2026	Bill		CFO by design	Accounting Fees	20000	20000 Accounts Payable		2,000.00
05/22/2026	Bill		CFO by design	March Accounting Fees	7330	7000 Administration:7330 Professional fees - Accounting	2,000.00	
Total for 9474							**$2,000.00**	**$2,000.00**
9476								
05/22/2026	Bill Payment (Check)	4139	CFO by design		1010	1010 GVB Checking #7188		2,000.00
05/22/2026	Bill Payment (Check)	4139	CFO by design		20000	20000 Accounts Payable	2,000.00	
Total for 9476							**$2,000.00**	**$2,000.00**
9519								
05/22/2026	Bill Payment (Check)		Siskiyou County Economic Development	Inv 2001	1010	1010 GVB Checking #7188		2,500.00
05/22/2026	Bill Payment (Check)		Siskiyou County Economic Development		20000	20000 Accounts Payable	2,500.00	
Total for 9519							**$2,500.00**	**$2,500.00**
9520								
05/22/2026	Bill Payment (Check)		Esplanade Office	Inv 9897-1	1010	1010 GVB Checking #7188		109.25
05/22/2026	Bill Payment (Check)		Esplanade Office		20000	20000 Accounts Payable	109.25	
Total for 9520							**$109.25**	**$109.25**
9481								
05/25/2026	Bill	139	Jason Mandly	Private Hiking Experience	20000	20000 Accounts Payable		80.00
05/25/2026	Bill	139	Jason Mandly	Private Hiking Experience	6053	6000 Sales and Marketing Expense:6050 Creative Services:6053 Creative - Influencer	80.00	
Total for 9481							**$80.00**	**$80.00**
9372								
05/26/2026	Bill Payment (Check)		Instep Marketing Inc.	Inv C3681-B	1010	1010 GVB Checking #7188		6,443.70
05/26/2026	Bill Payment (Check)		Instep Marketing Inc.		20000	20000 Accounts Payable	6,443.70	
Total for 9372							**$6,443.70**	**$6,443.70**
9461								
05/26/2026	Expense		BETTERMENT	ACH Payment BETTERMENT SEC TRANSFER	1010	1010 GVB Checking #7188		1,551.64
05/26/2026	Expense		BETTERMENT	ACH Payment BETTERMENT SEC TRANSFER	2410	2410 Retirement plan liability	1,551.64	
Total for 9461							**$1,551.64**	**$1,551.64**
9376								
05/27/2026	Bill Payment (Check)		Butte County Association of Government	Inv #2026-06-01	1010	1010 GVB Checking #7188		550.00
05/27/2026	Bill Payment (Check)		Butte County Association of Government		20000	20000 Accounts Payable	550.00	
Total for 9376							**$550.00**	**$550.00**
9383								
05/27/2026	Payment	91563	Town of Paradise - TBID Assessment		1010	1010 GVB Checking #7188	4,629.02	
05/27/2026	Payment	91563	Town of Paradise - TBID Assessment		1100	1100 Accounts Receivable		4,629.02
Total for 9383							**$4,629.02**	**$4,629.02**
9384								
05/27/2026	Payment	040372	City of Chico - TBID Assessment		1010	1010 GVB Checking #7188	48,550.91	
05/27/2026	Payment	040372	City of Chico - TBID Assessment		1100	1100 Accounts Receivable		48,550.91
Total for 9384							**$48,550.91**	**$48,550.91**
9438								
05/27/2026	Expense	A23B51749795413ADC1D8	CREATIVE MARKET	Ashley Baer | Creative Market | 6054 - Creative Services - Other	2105	2105 Divvy - Nichole #1688		135.80
05/27/2026	Expense	A23B51749795413ADC1D8	CREATIVE MARKET	Ashley Baer | Creative Market | 6054 - Creative Services - Other	6054	6000 Sales and Marketing Expense:6050 Creative Services:6054 Creative - Other	135.80	
Total for 9438							**$135.80**	**$135.80**
9377								
05/28/2026	Bill Payment (Check)		Madden Media	Acct AOR-CABUTTE23-24 -Butte County Marketing Agency - Inv 2026-034017	1010	1010 GVB Checking #7188		22,916.67
05/28/2026	Bill Payment (Check)		Madden Media		20000	20000 Accounts Payable	22,916.67	
Total for 9377							**$22,916.67**	**$22,916.67**
9378								
05/28/2026	Bill Payment (Check)		U.T.B. Studios	Inv 199	1010	1010 GVB Checking #7188		2,000.00
05/28/2026	Bill Payment (Check)		U.T.B. Studios		20000	20000 Accounts Payable	2,000.00	
Total for 9378							**$2,000.00**	**$2,000.00**
9379								
05/28/2026	Bill Payment (Check)		Hansen Holland	Inv 2	1010	1010 GVB Checking #7188		3,279.35
05/28/2026	Bill Payment (Check)		Hansen Holland		20000	20000 Accounts Payable	3,279.35	
Total for 9379							**$3,279.35**	**$3,279.35**
9380								
05/28/2026	Bill Payment (Check)		Stephanie Kay Films	Inv 1242	1010	1010 GVB Checking #7188		2,000.00
05/28/2026	Bill Payment (Check)		Stephanie Kay Films		20000	20000 Accounts Payable	2,000.00	
Total for 9380							**$2,000.00**	**$2,000.00**

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9381								
05/28/2026	Bill Payment (Check)		Golden Valley Community Broadcasters	Inv 040626	1010	1010 GVB Checking #7188		1,000.00
05/28/2026	Bill Payment (Check)		Golden Valley Community Broadcasters		20000	20000 Accounts Payable	1,000.00	
Total for 9381							**$1,000.00**	**$1,000.00**
9382								
05/28/2026	Bill Payment (Check)		Downtown Oroville Business Association	Inv 1052	1010	1010 GVB Checking #7188		6,000.00
05/28/2026	Bill Payment (Check)		Downtown Oroville Business Association		20000	20000 Accounts Payable	6,000.00	
Total for 9382							**$6,000.00**	**$6,000.00**
9385								
05/28/2026	Invoice	000383	City of Chico - TBID Assessment		1100	1100 Accounts Receivable	60,917.41	
05/28/2026	Invoice	000383	City of Chico - TBID Assessment	TBID Assessment	4300	4000 Program Income:4300 Chico TBID		56,068.88
05/28/2026	Invoice	000383	City of Chico - TBID Assessment	10% of Chico Assessment for following year	2500	2500 Deferred Revenue		6,091.74
05/28/2026	Invoice	000383	City of Chico - TBID Assessment	2% Assessment Collection	5300	5000 2% Fee:5300 2% Fee - Chico	1,243.21	
Total for 9385							**$62,160.62**	**$62,160.62**
9386								
05/28/2026	Invoice	000384	City of Oroville - TBID Assessment		1100	1100 Accounts Receivable	10,000.00	
05/28/2026	Invoice	000384	City of Oroville - TBID Assessment	TBID Assessment - Monthly	4400	4000 Program Income:4400 Oroville TBID		9,204.08
05/28/2026	Invoice	000384	City of Oroville - TBID Assessment		2500	2500 Deferred Revenue		1,000.00
05/28/2026	Invoice	000384	City of Oroville - TBID Assessment	2% holdback for the TBID assessment collection	5400	5000 2% Fee:5400 2% Fee - Oroville	204.08	
Total for 9386							**$10,204.08**	**$10,204.08**
9387								
05/28/2026	Invoice	000385	City of Chico - TBID Assessment		1100	1100 Accounts Receivable	19,827.63	
05/28/2026	Invoice	000385	City of Chico - TBID Assessment	TBID Assessment	4300	4000 Program Income:4300 Chico TBID		18,249.51
05/28/2026	Invoice	000385	City of Chico - TBID Assessment	10% of Chico Assessment for following year	2500	2500 Deferred Revenue		1,982.76
05/28/2026	Invoice	000385	City of Chico - TBID Assessment	2% Assessment Collection	5300	5000 2% Fee:5300 2% Fee - Chico	404.64	
Total for 9387							**$20,232.27**	**$20,232.27**
9439								
05/28/2026	Expense	F109D25AE3287C8182899	CAPCUT	Ashley Baer | Capcut | 6051 - Creative Services - Video & Photography | Annual plan	2105	2105 Divvy - Nichole #1688		179.99
05/28/2026	Expense	F109D25AE3287C8182899	CAPCUT	Ashley Baer | Capcut | 6051 - Creative Services - Video & Photography | Annual plan	6051	6000 Sales and Marketing Expense:6050 Creative Services:6051 Creative- Video & Photography	179.99	
Total for 9439							**$179.99**	**$179.99**
9440								
05/28/2026	Expense	8381A4A921387738C4833	FACS TSI	Angelina Matey | Facs Tsi | 6034 - Conferences - OneWest TC | Expense from 2025	2105	2105 Divvy - Nichole #1688		498.77
05/28/2026	Expense	8381A4A921387738C4833	FACS TSI	Angelina Matey | Facs Tsi | 6034 - Conferences - OneWest TC | Expense from 2025	6034	6000 Sales and Marketing Expense:6030 Conferences:6034 One West Tourism Alliance	498.77	
Total for 9440							**$498.77**	**$498.77**
9441								
05/28/2026	Expense	89FF37ADA39F59C80A063	CREXENDO	Nichole Farley | Crexendo | 7560 - Admin Telephone, Telecommunications	2105	2105 Divvy - Nichole #1688		128.73
05/28/2026	Expense	89FF37ADA39F59C80A063	CREXENDO	Nichole Farley | Crexendo | 7560 - Admin Telephone, Telecommunications	7560	7000 Administration:7560 Telephone, Telecommunications	128.73	
Total for 9441							**$128.73**	**$128.73**
9442								
05/28/2026	Expense	1441FD20621618907960F	JERSEY MIKE'S SUBS	Lucia Mercado | Jersey Mike's Subs | 6200 - Meals | Board Meeting Lunches	2105	2105 Divvy - Nichole #1688		196.30
05/28/2026	Expense	1441FD20621618907960F	JERSEY MIKE'S SUBS	Lucia Mercado | Jersey Mike's Subs | 6200 - Meals | Board Meeting Lunches	6200	6000 Sales and Marketing Expense:6200 Meals	196.30	
Total for 9442							**$196.30**	**$196.30**
9443								
05/28/2026	Expense	00945BC3B34FA200AF870	Travelers Bond	Nichole Farley | Travelers Bond | 7100 - Admin Insurance	2105	2105 Divvy - Nichole #1688		105.00
05/28/2026	Expense	00945BC3B34FA200AF870	Travelers Bond	Nichole Farley | Travelers Bond | 7100 - Admin Insurance	7100	7000 Administration:7100 Insurance	105.00	
Total for 9443							**$105.00**	**$105.00**
9444								
05/28/2026	Expense	A3623DC7FCCC3472E83DE	Dollar Tree	Lucia Mercado | Dollar Tree | 6355 - Hospitality for Hospitality	2105	2105 Divvy - Nichole #1688		15.84
05/28/2026	Expense	A3623DC7FCCC3472E83DE	Dollar Tree	Lucia Mercado | Dollar Tree | 6355 - Hospitality for Hospitality	6355	6000 Sales and Marketing Expense:6355 Hospitality for Hospitality	15.84	
Total for 9444							**$15.84**	**$15.84**
9445								
05/28/2026	Expense	A1FD231B6FA3867EBD64B	MAULANACREA	Ashley Baer | Maulanacrea | 6054 - Creative Services - Other | new website fonts	2105	2105 Divvy - Nichole #1688		9.00
05/28/2026	Expense	A1FD231B6FA3867EBD64B	MAULANACREA	Ashley Baer | Maulanacrea | 6054 - Creative Services - Other | new website fonts	6054	6000 Sales and Marketing Expense:6050 Creative Services:6054 Creative - Other	9.00	
Total for 9445							**$9.00**	**$9.00**
9446								
05/28/2026	Expense	FB61C2BEAD0D1D0A4E488	Facebook	Lucia Mercado | Facebook | 6013 - Advertising - Social Media CP	2105	2105 Divvy - Nichole #1688		31.37
05/28/2026	Expense	FB61C2BEAD0D1D0A4E488	Facebook	Lucia Mercado | Facebook | 6013 - Advertising - Social Media CP	6013	6000 Sales and Marketing Expense:6010 Advertising:6013 Advertising - Social Media	31.37	
Total for 9446							**$31.37**	**$31.37**

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TRANSACTION DATE	TRANSACTION TYPE	NUM	NAME	DESCRIPTION	DISTRIBUTION ACCOUNT NUMBER	ACCOUNT NAME	DEBIT	CREDIT
9475								
05/28/2026	Bill		CFO by design	Accounting Fees	20000	20000 Accounts Payable		2,000.00
05/28/2026	Bill		CFO by design	April Accounting Fees	7330	7000 Administration:7330 Professional fees - Accounting	2,000.00	
Total for 9475							**$2,000.00**	**$2,000.00**
9477								
05/28/2026	Bill Payment (Check)	4190	CFO by design		1010	1010 GVB Checking #7188		2,000.00
05/28/2026	Bill Payment (Check)	4190	CFO by design		20000	20000 Accounts Payable	2,000.00	
Total for 9477							**$2,000.00**	**$2,000.00**
9487								
05/28/2026	Bill Payment (Check)		Jason Mandly	Inv 139	1010	1010 GVB Checking #7188		80.00
05/28/2026	Bill Payment (Check)		Jason Mandly		20000	20000 Accounts Payable	80.00	
Total for 9487							**$80.00**	**$80.00**
9521								
05/28/2026	Bill Payment (Check)		Madden Media	Acct AOR-CABUTTE23-24 -Butte County Marketing Agency - Inv 2026-033824	1010	1010 GVB Checking #7188		22,916.67
05/28/2026	Bill Payment (Check)		Madden Media		20000	20000 Accounts Payable	22,916.67	
Total for 9521							**$22,916.67**	**$22,916.67**
9522								
05/28/2026	Bill Payment (Check)		visa usa inc.	Inv 260300-04256	1010	1010 GVB Checking #7188		8,000.00
05/28/2026	Bill Payment (Check)		visa usa inc.		20000	20000 Accounts Payable	8,000.00	
Total for 9522							**$8,000.00**	**$8,000.00**
1521040004								
05/28/2026	Transfer			075105 INTERNET TRANSFER TO 100107188 ON 5/2	1030	1030 GVB Savings #7251		35,000.00
05/28/2026	Transfer			075105 INTERNET TRANSFER TO 100107188 ON 5/2	1010	1010 GVB Checking #7188	35,000.00	
Total for 1521040004							**$35,000.00**	**$35,000.00**
9447								
05/29/2026	Expense	B24293D1D983020728024	THE COMMONS SOCIAL	Lucia Mercado | The Commons Social | 6355 - Hospitality for Hospitality | Ca Hospitality Month Happy Hour	2105	2105 Divvy - Nichole #1688		367.21
05/29/2026	Expense	B24293D1D983020728024	THE COMMONS SOCIAL	Lucia Mercado | The Commons Social | 6355 - Hospitality for Hospitality | Ca Hospitality Month Happy Hour	6355	6000 Sales and Marketing Expense:6355 Hospitality for Hospitality	367.21	
Total for 9447							**$367.21**	**$367.21**
9547								
05/29/2026	Bill	Bonfire Story	UCEF	Grant Received for Production Expenses for the Bonfire 3 Year Anniversary Show	20000	20000 Accounts Payable		1,000.00
05/29/2026	Bill	Bonfire Story	UCEF	Grant Received for Production Expenses for the Bonfire 3 Year Anniversary Show	6910	6900 Zone Micro-Funding:6910 Zone Micro Expense - Chico/Travel Chico	1,000.00	
Total for 9547							**$1,000.00**	**$1,000.00**
9448								
05/30/2026	Expense	D5D9B970FA32B980E1659	BILL	Nichole Farley | Bill | 7330 - Accounting Services	2105	2105 Divvy - Nichole #1688		328.39
05/30/2026	Expense	D5D9B970FA32B980E1659	BILL	Nichole Farley | Bill | 7330 - Accounting Services	7330	7000 Administration:7330 Professional fees - Accounting	328.39	
Total for 9448							**$328.39**	**$328.39**
9449								
05/31/2026	Expense	D784B912C6125AAF63799	Facebook	Ashley Baer | Facebook | 6013 - Advertising - Social Media	2105	2105 Divvy - Nichole #1688		212.11
05/31/2026	Expense	D784B912C6125AAF63799	Facebook	Ashley Baer | Facebook | 6013 - Advertising - Social Media	6013	6000 Sales and Marketing Expense:6010 Advertising:6013 Advertising - Social Media	212.11	
Total for 9449							**$212.11**	**$212.11**
9452								
05/31/2026	Deposit				1030	1030 GVB Savings #7251	77.83	
05/31/2026	Deposit			Accr Earning Pymt Added to Account	4810	4800 Other Types of Income:4810 Interest Income		77.83
Total for 9452							**$77.83**	**$77.83**
9453								
05/31/2026	Deposit			Accr Earning Pymt Added to Account	1020	1020 GVB Airport #7196	145.95	
05/31/2026	Deposit			Accr Earning Pymt Added to Account	4810	4800 Other Types of Income:4810 Interest Income		145.95
Total for 9453							**$145.95**	**$145.95**
9457								
05/31/2026	Journal Entry	05312026		Payroll for the period 05/17/2026 - 05/30/2026	6410	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6410 Staffing - Marketing Payroll	11,365.93	
05/31/2026	Journal Entry	05312026		Payroll for the period 05/17/2026 - 05/30/2026	7410	7000 Administration:7400 Staffing - Admin (10%):7410 Staffing - Admin Payroll	1,262.88	
05/31/2026	Journal Entry	05312026		Payroll for the period 05/17/2026 - 05/30/2026	6420	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6420 Staffing - Payroll Taxes - Mktg	877.19	
05/31/2026	Journal Entry	05312026		Payroll for the period 05/17/2026 - 05/30/2026	7420	7000 Administration:7400 Staffing - Admin (10%):7420 Payroll Taxes - Admin	97.47	
05/31/2026	Journal Entry	05312026		Payroll for the period 05/17/2026 - 05/30/2026	6450	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6450 401k	432.04	
05/31/2026	Journal Entry	05312026		Payroll for the period 05/17/2026 - 05/30/2026	7450	7000 Administration:7400 Staffing - Admin (10%):7450 401K	48.00	
05/31/2026	Journal Entry	05312026		Payroll for the period 05/17/2026 - 05/30/2026	6440	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6440 Health Insurance	1,189.27	
05/31/2026	Journal Entry	05312026		Payroll for the period 05/17/2026 - 05/30/2026	7440	7000 Administration:7400 Staffing - Admin (10%):7440 Health Insurance	132.14	
05/31/2026	Journal Entry	05312026		Payroll for the period 05/17/2026 - 05/30/2026	6470	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6440 Health Insurance:6470 Dental and Vision	54.45	
05/31/2026	Journal Entry	05312026		Payroll for the period 05/17/2026 - 05/30/2026	7470	7000 Administration:7400 Staffing - Admin (10%):7440 Health Insurance:7470 Dental and Vision	6.05	
05/31/2026	Journal Entry	05312026		Payroll for the period 05/17/2026 - 05/30/2026	7350	7000 Administration:7350 Professional Fees - Human Resources	285.20	
05/31/2026	Journal Entry	05312026		Payroll for the period 05/17/2026 - 05/30/2026	2410	2410 Retirement plan liability		1,551.64

Explore Butte County

Journal

May 1-31, 2026

TRANSACTION DATE	TRANSACTION TYPE	NUM	NAME	DESCRIPTION	DISTRIBUTION ACCOUNT NUMBER	ACCOUNT NAME	DEBIT	CREDIT
05/31/2026	Journal Entry	05312026		Payroll for the period 05/17/2026 - 05/30/2026	2400	2400 Payroll Liabilities		1,321.41
05/31/2026	Journal Entry	05312026		Payroll for the period 05/17/2026 - 05/30/2026	2400	2400 Payroll Liabilities		106.52
05/31/2026	Journal Entry	05312026		Payroll for the period 05/17/2026 - 05/30/2026	2200	2200 Accrued Payroll		12,771.05
Total for 9457							**$15,750.62**	**$15,750.62**
9468								
05/31/2026	Journal Entry	05312026		To expense Avoy Technologies Limited - US SnapSea Annual License (2026-27) (GL 6140 - 1)	6140	6000 Sales and Marketing Expense:6100 Marketing Contracts:6140 Digital Asset Management	602.08	
05/31/2026	Journal Entry	05312026		To expenses HUBSPOT Inc - Second Quarter 2026 - 04/01/2026 - 06/30/2026 GL 6750	6750	6000 Sales and Marketing Expense:6700 Website:6750 Hubspot	2,065.00	
05/31/2026	Journal Entry	05312026		To expenses PROGRESSIVE - Nichole Farley | Progressive | 6655 - Vehicle / Van Expenses - Jan 8, 2026 - Jul 8, 2026	6655	6000 Sales and Marketing Expense:6655 Vehicle - Van Expenses	91.86	
05/31/2026	Journal Entry	05312026		To expenses May 2026 Prepaid	1400	1400 Prepaid Expenses		2,758.94
Total for 9468							**$2,758.94**	**$2,758.94**
9469								
05/31/2026	Journal Entry	05312026		To record depreciation expense for May 2026	7045	7000 Administration:7045 Depreciation expense	1,691.61	
05/31/2026	Journal Entry	05312026		To record depreciation expense for May 2026	1600	1600 Accumulated depreciation		1,691.61
Total for 9469							**$1,691.61**	**$1,691.61**
9499								
05/31/2026	Bill	2026-034536	Madden Media	May 2026	20000	20000 Accounts Payable		22,916.67
05/31/2026	Bill	2026-034536	Madden Media	Account Service	6110	6000 Sales and Marketing Expense:6100 Marketing Contracts:6110 Marketing Agency Account Management	1,600.00	
05/31/2026	Bill	2026-034536	Madden Media	DM Management/Month	6110	6000 Sales and Marketing Expense:6100 Marketing Contracts:6110 Marketing Agency Account Management	2,500.00	
05/31/2026	Bill	2026-034536	Madden Media	Creative & Production	6055	6000 Sales and Marketing Expense:6050 Creative Services:6055 Creative - Agency	2,300.00	
05/31/2026	Bill	2026-034536	Madden Media	Account Management & Media Monitoring	6130	6000 Sales and Marketing Expense:6100 Marketing Contracts:6130 Public Relations Account Management	3,791.67	
05/31/2026	Bill	2026-034536	Madden Media	Brand Workshop	6055	6000 Sales and Marketing Expense:6050 Creative Services:6055 Creative - Agency	1,666.67	
05/31/2026	Bill	2026-034536	Madden Media	New Field Guides	6056	6000 Sales and Marketing Expense:6050 Creative Services:6056 Creative - Visitor Guide	2,033.33	
05/31/2026	Bill	2026-034536	Madden Media	New Visitor Map	6055	6000 Sales and Marketing Expense:6050 Creative Services:6055 Creative - Agency	375.00	
05/31/2026	Bill	2026-034536	Madden Media	Google SEM General Leisure (CPC)	6011	6000 Sales and Marketing Expense:6010 Advertising:6011 Advertising - Adwords	1,150.00	
05/31/2026	Bill	2026-034536	Madden Media	Google Demand Gen (CPC)	6012	6000 Sales and Marketing Expense:6010 Advertising:6012 Advertising - Digital	1,000.00	
05/31/2026	Bill	2026-034536	Madden Media	Adara Co-op	6012	6000 Sales and Marketing Expense:6010 Advertising:6012 Advertising - Digital	1,000.00	
05/31/2026	Bill	2026-034536	Madden Media	Meta Ads Prospecting (CPC)	6013	6000 Sales and Marketing Expense:6010 Advertising:6013 Advertising - Social Media	833.34	
05/31/2026	Bill	2026-034536	Madden Media	Meta Ads Remarketing (CPC)	6013	6000 Sales and Marketing Expense:6010 Advertising:6013 Advertising - Social Media	1,041.67	
05/31/2026	Bill	2026-034536	Madden Media	VCA Dedicated News Letter	6019	6000 Sales and Marketing Expense:6010 Advertising:6019 Advertising - Visit CA Advertisements	708.33	
05/31/2026	Bill	2026-034536	Madden Media	WildSam & All Gear	6018	6000 Sales and Marketing Expense:6010 Advertising:6018 Advertising - Agency Media Buy	2,083.33	
05/31/2026	Bill	2026-034536	Madden Media	Contingency	6018	6000 Sales and Marketing Expense:6010 Advertising:6018 Advertising - Agency Media Buy	833.33	
Total for 9499							**$22,916.67**	**$22,916.67**
9529								
05/31/2026	Journal Entry	05312026		To match the excess payment made (08/18/2023 to 12/01/2023) in the prior years retirement plan liabilities	6450	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6450 401k	1,231.10	
05/31/2026	Journal Entry	05312026		To match the excess payment made (08/18/2023 to 12/01/2023) in the prior years retirement plan liabilities	7450	7000 Administration:7400 Staffing - Admin (10%):7450 401K	136.78	
05/31/2026	Journal Entry	05312026		To match the excess payment made (08/18/2023 to 12/01/2023) in the prior years retirement plan liabilities	2410	2410 Retirement plan liability		1,367.88
Total for 9529							**$1,367.88**	**$1,367.88**
9539								
05/31/2026	Journal Entry	05312026		To accrue the interest income of the certificate of deposit 6640 and certificate of deposit 6632	1150	1150 Other receivable	2,983.29	
05/31/2026	Journal Entry	05312026		To accrue the interest income of the certificate of deposit 6640 and certificate of deposit 6632	4810	4800 Other Types of Income:4810 Interest Income		2,983.29
Total for 9539							**$2,983.29**	**$2,983.29**
TOTAL							**$635,219.76**	**$635,219.76**

Explore Butte County

2105 Divvy - Nichole #1688, Period Ending 05/31/2026

RECONCILIATION REPORT

Reconciled on: 07/02/2026

Reconciled by: Angela Avanti

Any changes made to transactions after this date aren't included in this report.

Summary

	USD
Statement beginning balance	4,406.76
Charges and cash advances cleared (64)	21,883.21
Payments and credits cleared (5)	-31,373.50
Statement ending balance	-5,083.53
Register balance as of 05/31/2026	-5,083.53
Cleared transactions after 05/31/2026	0.00
Uncleared transactions after 05/31/2026	11,166.69
Register balance as of 07/02/2026	6,083.16

Details

Charges and cash advances cleared (64)

DATE	TYPE	REF NO.	PAYEE	AMOUNT (USD)
05/01/2026	Expense	3350843BBD4B0854D23A7	WOOD WORLD OF TEXAS	10,554.38
05/01/2026	Expense	E3B3D68C8240823D0CB6F	STOBLE WORKPLACE	35.00
05/01/2026	Expense	176663B854D2400175460	STOBLE WORKPLACE	150.00
05/01/2026	Expense	7AEC487A70C0C84EA2EC5	LANGLERS.COM	200.00
05/01/2026	Expense	BBE52375F77FE59484F81	GOOGLE WORKSPACE EXP…	218.40
05/01/2026	Expense	F3E68C6C1875E9E583686	TIKTOK PROMOTE	142.51
05/02/2026	Expense	AF69A6C11116AE1351CB7	SKYWAY SELF STORAGE VI…	193.00
05/02/2026	Expense	1685E02C638A6DF0139F8	CAPCUT	19.99
05/02/2026	Expense	766084772896660F38A42	Facebook	280.97
05/02/2026	Expense	ADAEE8D8B90A7C96A8C51	Facebook	28.00
05/02/2026	Expense		ENTERPRISE	143.68
05/02/2026	Expense	D665FC7D0BDCE50925C2C	LANGLERS.COM	1,200.00
05/02/2026	Expense	7CCF875291B6B8719E3C5	LANGLERS.COM	200.00
05/02/2026	Expense	0C76404C79548B3F15BCA	GOOGLE ADS	299.23
05/03/2026	Expense	19663B0BE31ABBCE308AD	MAIDU MART	56.52
05/04/2026	Expense	C133135820F57693CE8C3	Facebook	161.00
05/05/2026	Expense	4E1E840ACB4CAA543FBF0	Facebook	28.00
05/07/2026	Expense	9DB7503D94B540293204A	Facebook	28.00
05/07/2026	Expense	BF9E44446A75A34D0103A	META PAY	64.00
05/08/2026	Expense	To print	Hotel Diamond	340.29
05/09/2026	Expense	A167C43776A73B6628732	UNION COFFEE CLUB	6.56
05/09/2026	Expense	6042551A24A168C6C99A9	PROVISIONS	14.61
05/11/2026	Expense	43577BCE0AF2860B33431	Facebook	161.00
05/12/2026	Expense	5A47E1881060C3BCA4DBE	MAIDU MART	63.42
05/13/2026	Expense	A57825549D9413687A87D	ONLINE POSTAGE	412.00
05/13/2026	Expense	5318CD8A4081D1D830557	EL REPARO	20.21
05/13/2026	Expense	7093138FD6DFB7FCFA777	CITYOFSAC PARKNGGARAGE	28.00
05/13/2026	Expense	1ED59BABAF4E4EA4AB284	Facebook	2.82
05/14/2026	Expense	E0AD1803FDB2B9A1A4475	GOOGLE FI WIRELESS	92.81
05/14/2026	Expense	B233696184948B0668FC2	STOBLE WORKPLACE	35.00
05/14/2026	Expense	8C0D6EDEE678B0489F394	KINGDOM COFFEE ROA	8.75
05/14/2026	Expense	D84F9D24EEFB28EB8B8D6	INTUIT PAYROLL EXPENSES	115.00
05/14/2026	Expense	0B6D4D631EA305B140C07	THE CITIZEN HOTEL	102.00
05/14/2026	Expense	906EACB3D933EA96CBEFF	FOLSOM THAI	34.00
05/15/2026	Expense	C5CC8D9218B6E35D50735	CITYOFSAC PARKNGGARAGE	30.00
05/15/2026	Expense	D0F6107358E165B7125EA	Cloudflare	25.00
05/16/2026	Expense	FE072606211506DF155C4	TEA BAR & FUSION CAF	20.00
05/16/2026	Expense	86D431B1915102A59B086	DAYCAMP COFFEE	10.32
05/16/2026	Expense	51690519139C654B08CCF	ARBITERY WINNER PICKER	3.99
05/17/2026	Expense	To print	Hotel Katerina	27.94

DATE	TYPE	REF NO.	PAYEE	AMOUNT (USD)
05/18/2026	Expense	3056E219D5C318AB8FD04	Facebook	91.97
05/19/2026	Expense	00D933E87226A8CC66015	CHICOCHAMB	20.00
05/19/2026	Expense	1CCECA18AE7D76AE0B5A0	TRAVEL RESERVATION	274.90
05/19/2026	Expense	0A5F721F53CF2654217EF	EB BARNFIRE DAY BON	42.10
05/20/2026	Expense	A1D9B25E27278C6F8D9AC	TIKTOK PROMOTE	219.66
05/20/2026	Expense	EB062718ABD35AC65D195	TIKTOK PROMOTE	180.56
05/21/2026	Expense	902B1B0653A40ECA9CCA9	BIDWELL INSURANCE AGE…	1,765.42
05/21/2026	Expense	9DC53EF1CF4F49FB909A0	Facebook	269.68
05/21/2026	Expense	24B2F39F22EDABB3C5AF9	Facebook	558.77
05/21/2026	Expense	0530053A4AA1FDD716826	Facebook	299.97
05/21/2026	Expense	09DEDC8A0726F262CA9E1	Facebook	95.27
05/22/2026	Expense	12971E51F1796AA5D7EA3	Vimeo	300.00
05/27/2026	Expense	A23B51749795413ADC1D8	CREATIVE MARKET	135.80
05/28/2026	Expense	A3623DC7FCCC3472E83DE	Dollar Tree	15.84
05/28/2026	Expense	F109D25AE3287C8182899	CAPCUT	179.99
05/28/2026	Expense	8381A4A921387738C4833	FACS TSI	498.77
05/28/2026	Expense	89FF37ADA39F59C80A063	CREXENDO	128.73
05/28/2026	Expense	1441FD20621618907960F	JERSEY MIKE'S SUBS	196.30
05/28/2026	Expense	00945BC3B34FA200AF870	Travelers Bond	105.00
05/28/2026	Expense	A1FD231B6FA3867EBD64B	MAULANACREA	9.00
05/28/2026	Expense	FB61C2BEAD0D1D0A4E488	Facebook	31.37
05/29/2026	Expense	B24293D1D983020728024	THE COMMONS SOCIAL	367.21
05/30/2026	Expense	D5D9B970FA32B980E1659	BILL	328.39
05/31/2026	Expense	D784B912C6125AAF63799	Facebook	212.11
Total				21,883.21

Payments and credits cleared (5)

DATE	TYPE	REF NO.	PAYEE	AMOUNT (USD)
05/04/2026	Expense		Divvy	-18,289.44
05/04/2026	Credit Card Credit	6F47B272A2266A09C477E	MAIN CARE ENERGY	-749.85
05/07/2026	Credit Card Credit		WOOD WORLD OF TEXAS	-10,554.38
05/11/2026	Credit Card Credit		NAPOLEON STONE	-1,029.83
05/12/2026	Credit Card Credit		ROJAS AUTO GLASS	-750.00
Total				-31,373.50

Additional Information

Uncleared charges and cash advances after 05/31/2026

DATE	TYPE	REF NO.	PAYEE	AMOUNT (USD)
06/01/2026	Expense	34B8EC8CED8D611BC5F42	STOBLE WORKPLACE	35.00
06/01/2026	Expense	8F638FDF9837AFA8ADBA0	STOBLE WORKPLACE	150.00
06/01/2026	Expense	78A61C305552B619172E5	STOBLE WORKPLACE	35.00
06/01/2026	Expense	D32AFF1A95D152C7A668A	GOOGLE WORKSPACE EXP…	218.40
06/02/2026	Expense	A5163AD1F83DE98EAEF03	GOOGLE ADS	281.48
06/02/2026	Expense	1414FF054E2B27F9161DA	SKYWAY SELF STORAGE VI…	193.00
06/02/2026	Expense	3FA19D76A81DBC3FF5A6E	CAPCUT	19.99
06/03/2026	Expense	03BD334131AFE4B521202	PARADISE RIDGE CHAMBER	2,000.00
06/03/2026	Expense	620C59261812203E10949	PARADISE RIDGE CHAMBER	180.00
06/03/2026	Expense	ED1CFE1C34B94A1F5B6FE	PARADISE RIDGE CHAMBER	2,000.00
06/03/2026	Expense	C729A5D54C3AAD4DA5B4A	TIKTOK PROMOTE	80.00
06/05/2026	Expense	AAB91BE518E73EA9E7697	Joy Lyn's Candies	9.36
06/05/2026	Expense	05790D0B75A1A26A73A33	COSTCO GAS	63.26
06/07/2026	Expense	EFA2E78AD1DFF36C56A37	Facebook	349.44
06/07/2026	Expense	6F31BBFAD4488B75965CC	Facebook	158.21
06/07/2026	Expense	EAB121D55863539CD36B6	Facebook	60.46
06/07/2026	Expense	B20A3A907D91724BE314B	Facebook	20.46
06/09/2026	Expense	5331F74A9E0DDECBECA16	THE UPPER CRUST BAKERY	44.79
06/10/2026	Expense	AA639E9EED1762C733402	CHICOCHAMB	10.00
06/10/2026	Expense	F0257FB8E8EAA5A91FCBB	Marriott Hotel	40.00

DATE	TYPE	REF NO.	PAYEE	AMOUNT (USD)
06/10/2026	Expense	C99373AF7D62DBC41C600	Cloudflare	25.00
06/11/2026	Expense	B88DCE47F3EF751E59F13	PITNEY BOWES	141.32
06/14/2026	Expense	C55CA1EE9E752DE328400	INTUIT QUICKBOOKS	115.00
06/14/2026	Expense	D5F16665EE69C9894AE84	GOOGLE FI WIRELESS	90.94
06/15/2026	Expense	27606DFEEAF3422059AA5	Cloudflare	10.46
06/15/2026	Expense	A7016B337FB4E5EA84E71	Cloudflare	10.46
06/15/2026	Expense	F1C104856189183BD3CB3	Cloudflare	10.46
06/15/2026	Expense	1AC7E90326686F514B237	Cloudflare	10.46
06/15/2026	Expense	EEF490B43BBD537A435B9	Cloudflare	10.46
06/16/2026	Expense	C8B0F1120951832847BFF	TIKTOK PROMOTE	161.72
06/16/2026	Expense	A209BCAA68F156142A358	STOBLE COFFEE	7.97
06/16/2026	Expense	C4FCD7E043A785D3FAA68	CREXENDO	128.73
06/17/2026	Expense	9CDA81B701394848808DD	THE PLANT BARN	46.44
06/17/2026	Expense	9FED326DE75B8D645AF38	SURF THRU OROVILLE	32.99
06/18/2026	Expense	E0F822D1E8429ED491730	THE PLANT BARN	46.44
06/18/2026	Expense	5595AE6AF26F30740702C	TRUE VALUE	7.60
06/18/2026	Expense	5DD270B5E61813B78FAF3	Facebook	121.24
06/18/2026	Expense	2619D40698B60EB1EA2F5	Facebook	100.00
06/21/2026	Expense	66E5BC28927FCB6E4DAE1	76 FUEL	80.00
06/21/2026	Expense	9E604D54B8E7EBC6B011D	Facebook	139.83
06/24/2026	Expense	3C8628B323A5F0E1E4AC3	TRADER JOE'S	36.60
06/24/2026	Expense	586E4138E7DE0A73CA91C	Facebook	126.00
06/24/2026	Expense	B57268741763564105553	TEA BAR & FUSION CAF	74.99
06/25/2026	Expense	73530896C3164B07BB544	THE LANDSBY	83.00
06/26/2026	Expense	4F8EA6334436C17EA370C	GOOD SEED COFFEE B	6.75
06/26/2026	Expense	5A1E11B3307617B48AA78	Coffee Ranch	9.10
06/26/2026	Expense	72DCE1FC6863198EF6D98	CIRCLE K	85.00
06/27/2026	Expense	BFDA121E9C466B77A42CA	HOTEL CORQUE	965.04
06/27/2026	Expense	EC46E87E64B4816EB77F0	CHICK-FIL-A	13.98
06/27/2026	Expense	83FED8017FDE09C95C76A	ONE WEST TOURISM ALLIA…	1,146.50
06/28/2026	Expense	531BBFCBB1D7F80A2476C	ANTHROPIC CLAUDE SUB	200.00
06/28/2026	Expense	34342A6692AA44C2ED916	STOBLE COFFEE	8.38
06/28/2026	Expense	ACA2DA69DAA988A5BB914	BILL	355.53
06/28/2026	Expense	F111BFDB6F8F017EB584A	Facebook	30.19
06/28/2026	Expense	49D890A8C1303A1704017	Facebook	27.32
06/30/2026	Expense	92695F822F445CEE46ED4	Facebook	744.94
07/01/2026	Expense	6E1DB3D840B8766FFB126	CHICO CHAI	7.00
Total				11,166.69

Explore Butte County

1010 GVB Checking #7188, Period Ending 05/31/2026

RECONCILIATION REPORT

Reconciled on: 07/08/2026

Reconciled by: Angela Avanti

Any changes made to transactions after this date aren't included in this report.

Summary

	USD
Statement beginning balance	32,342.48
Checks and payments cleared (37)	-147,183.89
Deposits and other credits cleared (6)	168,183.59
Statement ending balance	53,342.18
Uncleared transactions as of 05/31/2026	-1,600.00
Register balance as of 05/31/2026	51,742.18
Cleared transactions after 05/31/2026	0.00
Uncleared transactions after 05/31/2026	8,374.71
Register balance as of 07/08/2026	60,116.89

Details

Checks and payments cleared (37)

DATE	TYPE	REF NO.	PAYEE	AMOUNT (USD)
05/04/2026	Expense		Humana, Inc.	-213.03
05/04/2026	Bill Payment		Butte Environmental Council	-1,000.00
05/04/2026	Bill Payment		Sound Source	-2,500.00
05/04/2026	Bill Payment		Legacy Stage	-2,500.00
05/04/2026	Bill Payment		Show & Stroll Car Show	-1,000.00
05/04/2026	Bill Payment		Northern California Ballet	-1,000.00
05/04/2026	Bill Payment		Chico Concours	-500.00
05/04/2026	Bill Payment		ChiVVA	-1,000.00
05/04/2026	Bill Payment		Jason Mandly	-500.00
05/04/2026	Bill Payment		Jason Mandly	-632.50
05/04/2026	Expense		Divvy	-18,289.44
05/05/2026	Expense		BILL.COM	-414.01
05/06/2026	Expense		BILL.COM	-12.25
05/07/2026	Journal	05072026		-12,904.08
05/11/2026	Bill Payment		Nolan Erickson	-2,066.82
05/11/2026	Bill Payment		Sound Source	-1,000.00
05/11/2026	Expense		BETTERMENT	-1,550.14
05/13/2026	Expense		Harland Checks	-129.06
05/21/2026	Expense			-2,672.85
05/22/2026	Bill Payment		Ripe, Inc	-1,000.00
05/22/2026	Journal	05222026		-12,952.43
05/22/2026	Bill Payment	4139	CFO by design	-2,000.00
05/22/2026	Bill Payment		Siskiyou County Economic Development	-2,500.00
05/22/2026	Bill Payment		Esplanade Office	-109.25

DATE	TYPE	REF NO.	PAYEE	AMOUNT (USD)
05/26/2026	Bill Payment		Instep Marketing Inc.	-6,443.70
05/26/2026	Expense		BETTERMENT	-1,551.64
05/27/2026	Bill Payment		Butte County Association of Government	-550.00
05/28/2026	Bill Payment		Madden Media	-22,916.67
05/28/2026	Bill Payment		Golden Valley Community Broadcasters	-1,000.00
05/28/2026	Bill Payment		Downtown Oroville Business Association	-6,000.00
05/28/2026	Bill Payment	4190	CFO by design	-2,000.00
05/28/2026	Bill Payment		Jason Mandly	-80.00
05/28/2026	Bill Payment		visa usa inc.	-8,000.00
05/28/2026	Bill Payment		Madden Media	-22,916.67
05/28/2026	Bill Payment		U.T.B. Studios	-2,000.00
05/28/2026	Bill Payment		Hansen Holland	-3,279.35
05/28/2026	Bill Payment		Stephanie Kay Films	-2,000.00
Total				-147,183.89

Deposits and other credits cleared (6)

DATE	TYPE	REF NO.	PAYEE	AMOUNT (USD)
05/05/2026	Deposit			4,500.00
05/05/2026	Receive Payment	045222	City of Chico - TBID Assessment	43,449.40
05/21/2026	Receive Payment	040330	City of Chico - TBID Assessment	32,054.26
05/27/2026	Receive Payment	91563	Town of Paradise - TBID Assessment	4,629.02
05/27/2026	Receive Payment	040372	City of Chico - TBID Assessment	48,550.91
05/28/2026	Transfer			35,000.00
Total				168,183.59

Additional Information

Uncleared checks and payments as of 05/31/2026

DATE	TYPE	REF NO.	PAYEE	AMOUNT (USD)
12/31/2025	Journal	AJE12312025		-1,600.00
Total				-1,600.00

Uncleared checks and payments after 05/31/2026

DATE	TYPE	REF NO.	PAYEE	AMOUNT (USD)
06/01/2026	Transfer			-35,000.00
06/03/2026	Expense		BILL.COM	-331.03
06/03/2026	Expense		Humana, Inc.	-213.03
06/04/2026	Expense		BETTERMENT	-1,551.64
06/08/2026	Expense		Divvy	-770.53
06/12/2026	Journal	06122026		-2,913.47
06/15/2026	Expense		Divvy	-467.05

DATE	TYPE	REF NO.	PAYEE	AMOUNT (USD)
06/16/2026	Expense		BETTERMENT	-220.48
06/17/2026	Journal	06172027		-10,680.86
06/22/2026	Expense		BETTERMENT	-692.61
06/22/2026	Expense			-12,771.05
06/22/2026	Expense		Divvy	-925.26
06/22/2026	Expense		BETTERMENT	-1,391.64
06/23/2026	Expense			-2,672.85
06/25/2026	Bill Payment		Magalia Community Park	-1,000.00
06/25/2026	Bill Payment		Birdcage Theatre	-600.00
06/25/2026	Bill Payment		Nolan Erickson	-1,750.00
06/25/2026	Bill Payment		Langlers WebWorks	-200.00
06/25/2026	Bill Payment		Valarie Rose	-150.00
06/25/2026	Bill Payment		CliftonLarsonAllen LLP	-4,515.00
06/25/2026	Bill Payment		Langlers WebWorks	-1,200.00
06/25/2026	Bill Payment		Butte County Fair Association	-2,000.00
06/25/2026	Bill Payment		Langlers WebWorks	-200.00
06/25/2026	Bill Payment		Langlers WebWorks	-6,000.00
06/25/2026	Bill Payment		Ripe, Inc	-1,000.00
06/25/2026	Bill Payment		Wildflower Open Classroom	-1,000.00
06/25/2026	Bill Payment		Butte County Fire Safe Council	-1,000.00
06/25/2026	Bill Payment		Chico Velo	-2,500.00
06/25/2026	Bill Payment	4192	CFO by design	-2,000.00
06/26/2026	Bill Payment		Butte County Association of Government	-550.00
06/26/2026	Journal	06262026		-2,178.00
06/29/2026	Expense		Divvy	-3,168.38
06/30/2026	Expense		BILL.COM	-98.99
06/30/2026	Bill Payment		Granicus LLC	-4,640.00
07/02/2026	Bill Payment		Langlers WebWorks	-200.00
07/02/2026	Bill Payment		UCEF	-1,000.00
07/02/2026	Bill Payment		Nick Woodard	-350.00
07/02/2026	Bill Payment		Madden Media	-22,916.67
07/02/2026	Bill Payment		Langlers WebWorks	-200.00
07/02/2026	Bill Payment		Langlers WebWorks	-1,200.00
07/29/2026	Bill Payment		Ripe, Inc	-1,000.00
Total				-133,218.54

Uncleared deposits and other credits after 05/31/2026

DATE	TYPE	REF NO.	PAYEE	AMOUNT (USD)
06/08/2026	Transfer			20,409.10
06/15/2026	Receive Payment	23601	City of Oroville - TBID Assessment	10,573.25
06/15/2026	Receive Payment	23601	City of Oroville - TBID Assessment	11,443.67
06/15/2026	Receive Payment	23601	City of Oroville - TBID Assessment	3,994.39
06/17/2026	Receive Payment	C26061602 - 6705777	Discover Siskiyou	2,750.00
06/23/2026	Receive Payment	040533	City of Chico - TBID Assessment	11,477.80
06/30/2026	Receive Payment	100116	City of Chico - TBID Assessment	19,827.63

DATE	TYPE	REF NO.	PAYEE	AMOUNT (USD)
06/30/2026	Receive Payment	100029	City of Chico - TBID Assessment	60,917.41
07/08/2026	Receive Payment	R26070702 - 8431952	Chico Art Center.	200.00
Total				141,593.25

Explore Butte County

1030 GVB Savings #7251, Period Ending 05/31/2026

RECONCILIATION REPORT

Reconciled on: 06/15/2026

Reconciled by: Angela Avanti

Any changes made to transactions after this date aren't included in this report.

Summary

	USD
Statement beginning balance	100,331.27
Checks and payments cleared (1)	-35,000.00
Deposits and other credits cleared (1)	77.83
Statement ending balance	65,409.10
Register balance as of 05/31/2026	65,409.10

Details

Checks and payments cleared (1)

DATE	TYPE	REF NO.	PAYEE	AMOUNT (USD)
05/28/2026	Transfer			-35,000.00
Total				-35,000.00

Deposits and other credits cleared (1)

DATE	TYPE	REF NO.	PAYEE	AMOUNT (USD)
05/31/2026	Deposit			77.83
Total				77.83

Explore Butte County

1020 GVB Airport #7196, Period Ending 05/31/2026

RECONCILIATION REPORT

Reconciled on: 06/15/2026

Reconciled by: Angela Avanti

Any changes made to transactions after this date aren't included in this report.

Summary

	USD
Statement beginning balance	171,777.26
Checks and payments cleared (0)	0.00
Deposits and other credits cleared (1)	145.95
Statement ending balance	171,923.21
Register balance as of 05/31/2026	171,923.21

Details

Deposits and other credits cleared (1)

DATE	TYPE	REF NO.	PAYEE	AMOUNT (USD)
05/31/2026	Deposit			145.95
Total				145.95

For the Period Ending June 30th, 2026

Preliminary Financials

Unaudited – For Management Use Only

Index:

Page 1 - Summary of Financial Information
Pages 2&3 - Financial Dashboards
Page 4 - Comparative Statement of Financial Position
Page 5 - Trend Statement of Financial Position Ratios
Page 6 - Year-to-date Comparative Statement of Activities
Page 7 - Year-to-date Comparative Statement of Functional Expenses
Page 8 - Monthly Journal entries

EXPLORE BUTTE COUNTY
Summary of Financial Information
June 2026

The following summarizes the financial reports; detailed financials are attached for your review.

Statement of Financial Position

Assets

- Total Assets are $884,726 which is a decrease of $290,586 (24.7%) compared to June 2025
- Cash balance at the end of June is $717,321, which is a decrease of $176,631 (19.8%) compared to last year.
    - Checking accounts decreased by $95,830 (46.7%).
    - Savings decreased by $438,390 (84.6%). (This was mostly due to a transfer for purchase of the CD's below)
    - Money Market increased by $1,711 (1.0%).
    - Certificate of Deposit increased by $355,878 (100%).
- Accounts Receivable decreased by $108,944 (53.7%) to $93,765.
- Prepaid Expenses increased by $15,434 (203.1%) to $23,029.
- Fixed Assets decreased by $20,445 (28.8%) primarily due to lower accumulated depreciation and retained equipment value.

Liabilities

- Total Liabilities decreased by $154,941 (54.1%) to $131,221.
- Deferred Revenue decreased significantly by $150,197 (77.7%).
- Current liabilities decreased overall by $4,744 (5.1%) due to:
    - Accounts Payable decreased by $16,506 (26.1%).
    - Accrued Salaries and Wages decreased by $6,428 (24.2%).
    - Payroll Liabilities increased by $ 5,178 (335.4%).

Net Assets

- Total Net Assets decreased by $135,645 (15.3%) to $753,505.
- Unrestricted Net Assets decreased by $175,306 (29.0%).
- Reserved Net Assets decreased slightly by $14,100 (3.3%).
- Current year Net Assets resulted in a net loss of $84,641, which an increase of $53,761 (38.8%) compared to the prior year.

Trend Statement of Financial Position Ratios

Operating cash (number of days of operational cash a company has on hand outside of Reserves) is 188 days at the end of June.

The Current Ratio measures a company's ability to repay short term debts with short term assets, with a ratio between 1 and 2 being ideal. With a Current Ratio of 9, assets continue to be ahead of industry standards.

The Leverage Ratio indicates how assets are financed with debt. A leverage ratio of 0 shows the organization has been able to finance assets through net assets, rather than relying on long-term debts.

Year to Date Statement of Activities

Revenue Summary

- Total Revenue is $550,421, an decrease of $115,279 (17.3%) compared to Budget and had an increase of $40,830 when compared to prior year.
- Program Income totaled $417,651 which was $140,049 (25.1%) below budget and $19,940 (5%) higher than prior year.
- The largest source of revenue was Chico Program Income, contributing $325,217 (59.1% of total revenue).
- Other Income increased by $24,770 (22.9%) compared to budget, largely due to:
    - City of Chico Micro funding increasing by $33,661 (56.1%)
    - Interest Income increasing by $7,328 (100%) on the CD's

Expense Summary

- Expenses ended the month at $60,189 (8.7%) below budget overall.
- Total Program Expenses decreased by $12,932 (2%) compared to prior year, with the YTD June being $635,062.
- Sales & Marketing Expenses decreased by $59,165 (10.5%) compared to budget and represented the largest expense category at $506,485.

    - Significant changes to prior year include:
        - Staff Marketing increased by $53,573 (36.8%)
        - Printing increased by 7,232 (216.6%)
        - Advertising decreased by $30,968 (28.5%)
        - Marketing Contracts decreased by $13,895 (16.7%)

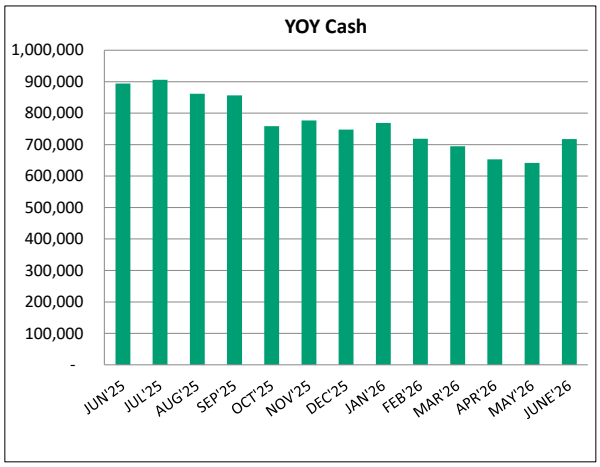
- Zone and Micro-Marketing expenses increased significantly when compared to prior year by $22,132 (93.4%) primarily from:
    - Chico Zone/Travel Chico increasing by $17,052
    - Oroville Zone decreased by $3,605
- Destination Marketing Activity decreased by $31,925 (96.2%) compared to budget.
- Admin Expenses slightly increased by $7,371 (11.3%) when comparing to budget.

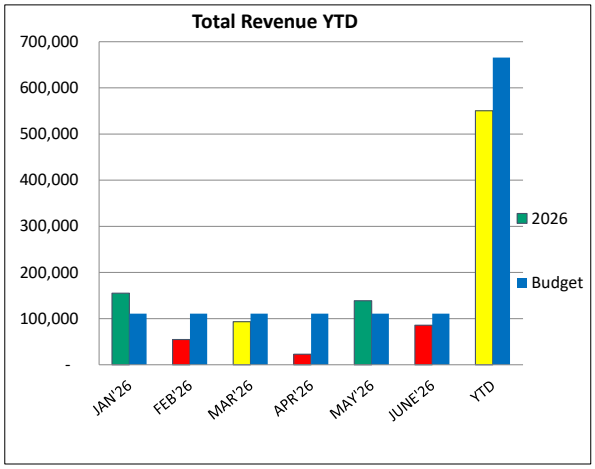
Total Change in Net Assets

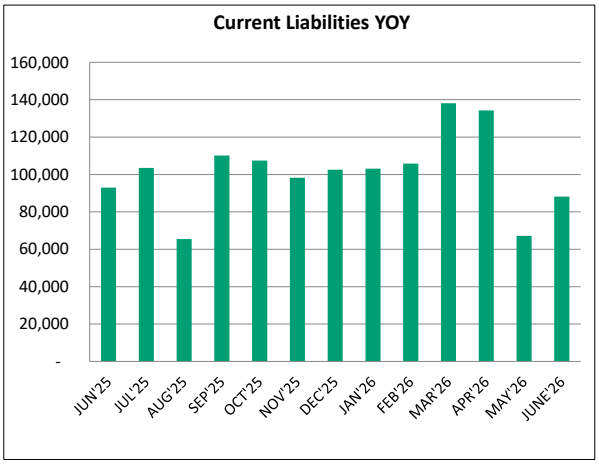
- Year-to-Date operations resulted in a net loss of $84,641.
- This was:
    - $55,091 higher than the budgeted loss of $29,550
    - $53,762 lower than prior year's deficit of $138,402

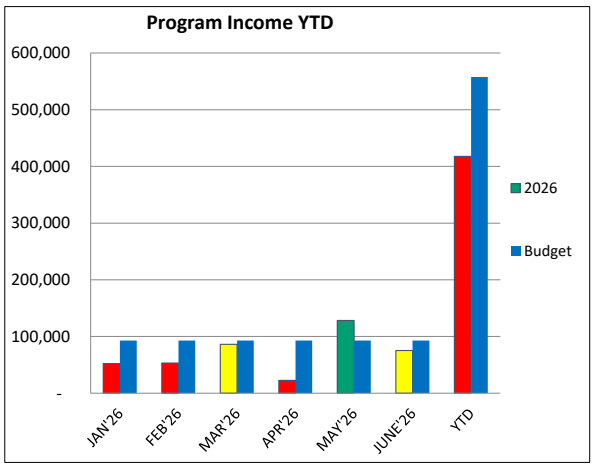
Explore Butte County
Financial Dashboard
For the period ending June 30th, 2026

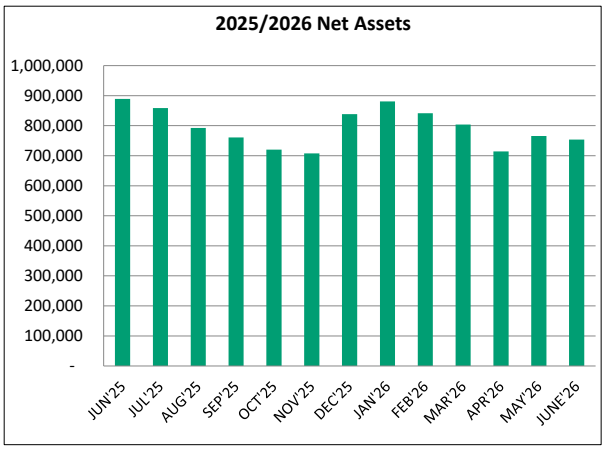
Color Code	
	Significant Underperformance
	Slight Underperformance
	Good Performance

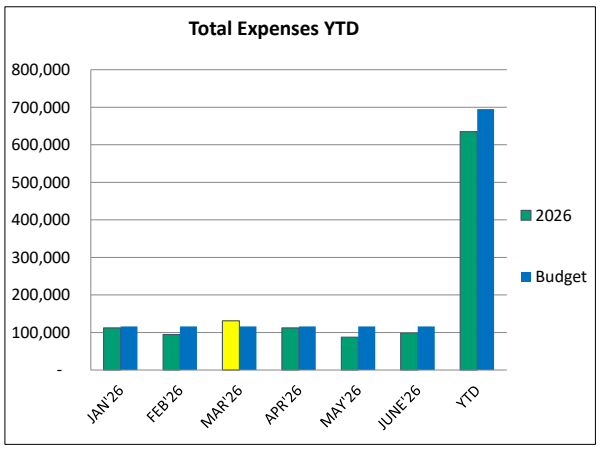




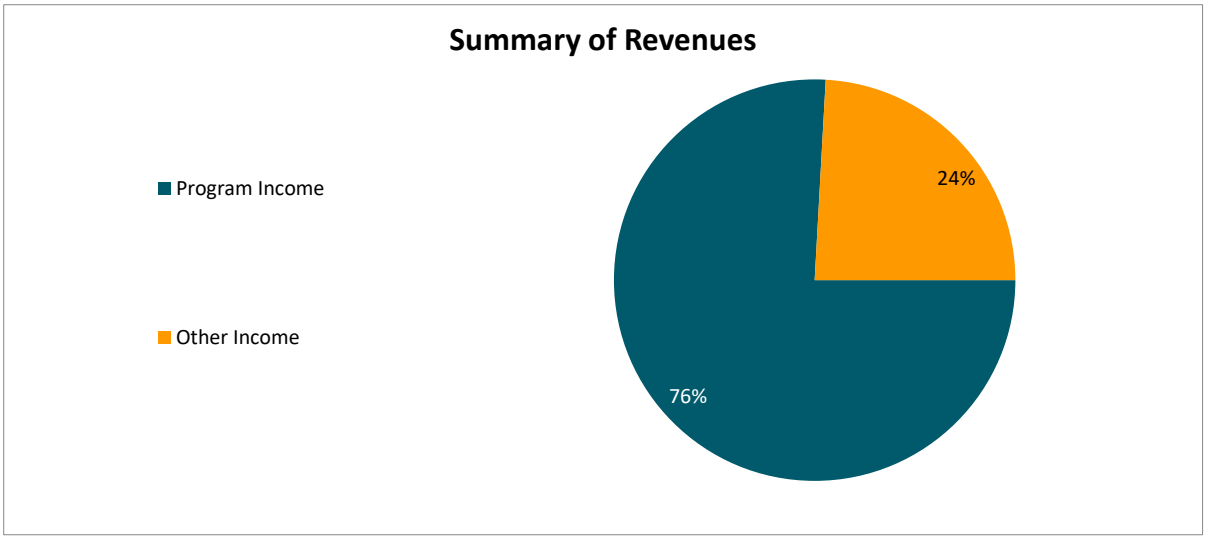


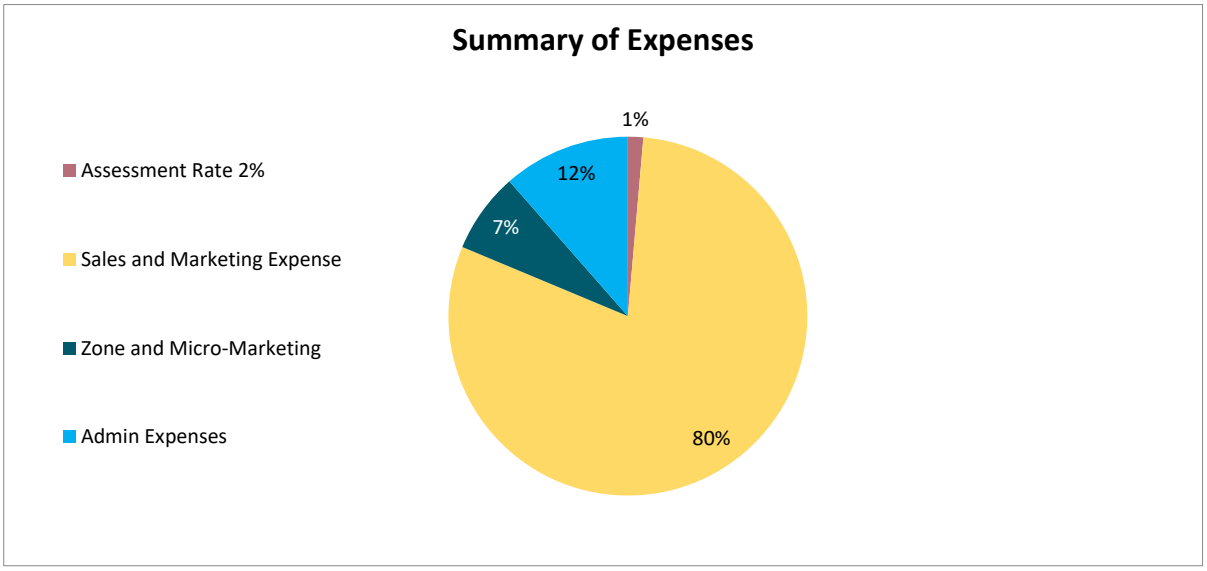


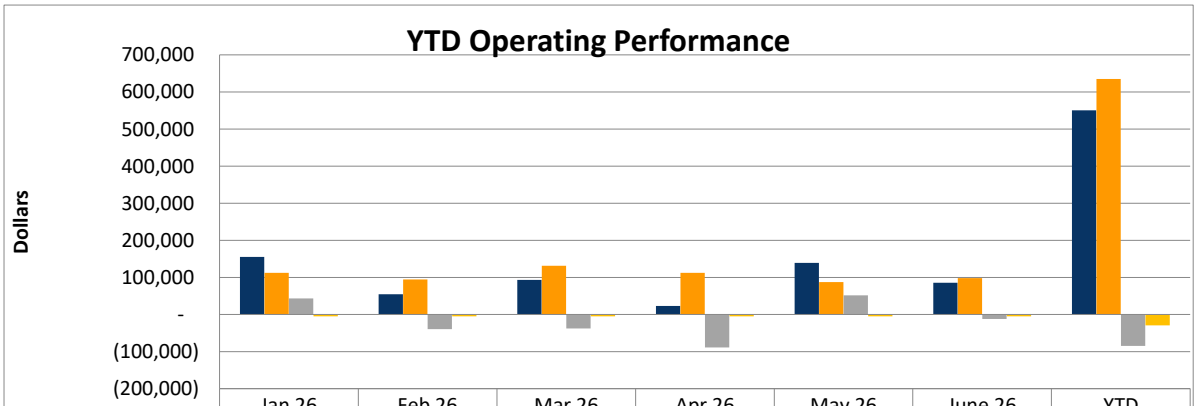




Explore Butte County
Financial Dashboard
For the period ending June 30th, 2026







	Jan 26	Feb 26	Mar 26	Apr 26	May 26	June 26	YTD
Revenue	155,031	54,684	93,337	22,856	138,810	85,703	550,421
Expenses	112,089	94,462	131,101	112,055	87,316	98,039	635,062
Net Assets Actual	42,942	(39,778)	(37,764)	(89,199)	51,494	(12,336)	(84,641)
Net Assets Budget	(4,925)	(4,925)	(4,925)	(4,925)	(4,925)	(4,925)	(29,550)

Explore Butte County
Comparative Statement of Financial Position
For the period ending June 30th, 2026 and June 30th, 2025

	June 2026 $	June 2025 $	Variance Inc/(Dec) $	Variance Inc/(Dec) %
ASSETS				
Current Assets				
Cash				
Checking	109,335	205,165	(95,830)	(46.7%)
Savings	80,044	518,435	(438,390)	(84.6%)
Money Market	172,065	170,353	1,712	1.0%
Certificate of Deposit	355,878	-	355,878	100.0%
Total Cash	**717,321**	**893,952**	**(176,631)**	**(19.8%)**
Accounts Receivable	93,765	202,709	(108,944)	(53.7%)
Other Assets				
Prepaid Expenses	23,029	7,595	15,434	203.2%
	23,029	**7,595**	**15,434**	**203.2%**
Total Current Assets	**834,115**	**1,104,256**	**(270,141)**	**(24.5%)**
Fixed Assets				
Furniture And Equipment	19,636	19,636	-	-
Vehicle	97,255	97,255	-	-
Less Accumulated Depreciation	(66,280)	(45,835)	(20,445)	(44.6%)
Total Fixed Assets	**50,611**	**71,056**	**(20,445)**	**(28.8%)**
TOTAL ASSETS	**$ 884,726**	**$1,175,312**	**$ (290,586)**	**(24.7%)**
LIABILITIES				
Current Liabilities				
Accounts Payable	46,633	63,140	(16,506)	(26.1%)
Credit Card Payable	752	1,678	(926)	(55.2%)
Accrued Salaries and Wages	20,162	26,590	(6,428)	(24.2%)
Accrued Payable	13,938	-	13,938	100.0%
Payroll Liabilities	6,723	1,544	5,178	335.4%
Total Current Liabilities	**88,208**	**92,952**	**(4,744)**	**(5.1%)**
Deferred Revenue	43,013	193,210	(150,197)	(77.7%)
TOTAL LIABILITIES	**131,221**	**286,162**	**(154,941)**	**(54.1%)**
NET ASSETS				
Unrestricted Net Assets	429,399	604,706	(175,306)	(29.0%)
Net Assets - Reserved	408,746	422,846	(14,100)	(3.3%)
Current Year Income/ (Loss)	(84,641)	(138,402)	53,761	38.8%
Total Net Assets	**753,505**	**889,150**	**(135,645)**	**(15.3%)**
TOTAL LIABILITIES & NET ASSETS	**$ 884,726**	**$1,175,312**	**$ (290,586)**	**(24.7%)**

Explore Butte County
Statement of Financial Position Ratios
For the period ending June 30th, 2026

	June 2025	July 2025	August 2025	September 2025	October 2025	November 2025	December 2025	January 2026	February 2026	March 2026	April 2026	May 2026	June 2026
Cash [1]	215.24	218.15	207.40	206.21	182.70	187.00	179.96	201.84	188.68	182.38	171.37	168.51	188.29
Current Ratio [2]	11.88	10.57	15.26	9.30	9.24	9.98	9.54	9.02	8.51	6.57	6.09	12.18	9.46
Leverage [3]	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00

1 Operating Cash = Cash/Daily Expenses. Indicates how many days a company can survive without additional cash.

2 Current Ratio = Current Assets/Current Liabilities. Measures a company's ability to repay short term debts with short term assets.
A ratio between 1 and 2 is ideal, with a high number indicating greater ability to repay short term debt.

3 Leverage = Long Term Liabilities/Total Net Assets. Indicates how assets are financed.
A lower number indicates that assets are financed through savings/net assets
while a higher number indicates that assets are financed through debt and puts the company at greater risk of default on its obligations.

Explore Butte County
Year-to-Date Comparative Statement of Activities
For the period ending June 30th, 2026

	June 2026 YTD - ACTUALS		June 2026 YTD - BUDGET		VARIANCE TO BUDGET		June 2025 YTD - ACTUALS		Jun '26 TO Jun '25 ACTUALS VARIANCE	
	$	%	$	%	$	%	$	%	$	%
REVENUES & OTHER SUPPORT:										
Program Income										
Butte County	1,195	-	6,750	1.0%	(5,555)	(82.3%)	1,549	0.3%	(353)	(22.8%)
Chico	325,217	59.1%	450,000	67.6%	(124,783)	(27.7%)	320,542	62.9%	4,675	1.5%
Gridley	7,027	1.3%	4,950	0.7%	2,077	41.9%	6,807	1.3%	220	3.2%
Oroville	78,907	14.3%	81,000	12.2%	(2,093)	(2.6%)	56,278	11.0%	22,629	40.2%
Paradise	5,305	1.0%	15,000	2.3%	(9,695)	(64.6%)	12,537	2.5%	(7,231)	(57.7%)
Sub-Total Program Income	417,651	75.9%	557,700	83.8%	(140,049)	(25.1%)	397,712	78.0%	19,940	5.0%
Other Income										
Interest Income	7,328	1.3%	-	-	7,328	100.0%	4,070	0.8%	3,259	80.1%
Butte County - Microfunding	916	0.2%	1,500	0.2%	(584)	(38.9%)	224	-	692	309.5%
City of Chico - Microfunding	93,661	17.0%	60,000	9.0%	33,661	56.1%	50,531	9.9%	43,130	85.4%
City of Oroville - Microfunding	14,454	2.6%	13,500	2.0%	954	7.1%	12,294	2.4%	2,160	17.6%
Town of Paradise - Microfunding	2,986	0.5%	3,500	0.5%	(514)	(14.7%)	4,708	0.9%	(1,723)	(36.6%)
Cooperative Program Funding	12,410	2.3%	28,500	4.3%	(16,090)	(56.5%)	1,250	0.2%	11,160	892.8%
City of Gridley - Microfunding	1,014	0.2%	1,000	0.2%	14	1.4%	92	-	923	1,008.7%
Other Income	-	-	-	-	-	-	38,711	7.6%	(38,711)	(100.0%)
Sub-Total Other Income	132,770	24.1%	108,000	16.2%	24,770	22.9%	111,880	22.0%	20,890	18.7%
TOTAL REVENUE	**550,421**	**100.0%**	**665,700**	100.0%	**(115,279)**	**(17.3%)**	**509,591**	**100.0%**	**40,830**	**8.0%**
PROGRAM EXPENSES:										
Assessment Rate 2%										
2% Fee - Butte County	27	-	150	-	(124)	(82.3%)	34	-	(8)	(22.8%)
2% Fee - Chico	7,211	1.3%	10,000	1.5%	(2,789)	(27.9%)	7,107	1.4%	104	1.5%
2% Fee - Gridley	156	-	110	-	46	41.7%	151	-	5	3.2%
2% Fee - Oroville	1,250	0.2%	1,800	0.3%	(550)	(30.6%)	1,248	0.2%	2	0.1%
2% Fee - Paradise	119	-	500	0.1%	(381)	(76.2%)	278	-	(159)	(57.2%)
Sub-total Assessment Rate 2%	8,762	1.6%	12,560	1.9%	(3,798)	(30.2%)	8,818	1.7%	(57)	(0.6%)
Sales and Marketing Expense										
Advertising	77,784	14.1%	89,500	13.4%	(11,717)	(13.1%)	108,752	21.3%	(30,968)	(28.5%)
Conferences	15,653	2.8%	26,250	3.9%	(10,597)	(40.4%)	23,803	4.7%	(8,150)	(34.2%)
Creative Services	72,455	13.2%	71,250	10.7%	1,205	1.7%	66,219	13.0%	6,237	9.4%
Dues and Memberships	4,810	0.9%	5,000	0.8%	(190)	(3.8%)	5,009	1.0%	(198)	(4.0%)
Marketing Contracts	69,253	12.6%	66,750	10.0%	2,503	3.7%	83,147	16.3%	(13,895)	(16.7%)
Meals	541	0.1%	600	0.1%	(59)	(9.8%)	689	0.1%	(148)	(21.5%)
Postage	1,732	0.3%	1,500	0.2%	232	15.5%	2,233	0.4%	(501)	(22.4%)
Printing	10,571	1.9%	11,500	1.7%	(929)	(8.1%)	3,339	0.7%	7,232	216.6%
Public Relations	3,513	0.6%	5,000	0.8%	(1,487)	(29.7%)	792	0.2%	2,721	343.6%
Rent	2,367	0.4%	1,500	0.2%	867	57.8%	764	0.1%	1,603	209.9%
Sales and Marketing Exp. - Other	12	-	600	0.1%	(588)	(98.0%)	114	-	(102)	(89.5%)
Hospitality for Hospitality	523	-	1,000	0.2%	(477)	(47.7%)	160	-	363	226.7%
Sponsorship Marketing	2,500	0.5%	2,500	0.4%	-	-	2,000	0.4%	500	25.0%
Travel Trader & Consumer Market Show	11,067	2.0%	6,250	0.9%	4,817	77.1%	5,778	1.1%	5,289	91.5%
Staff-Marketing	199,065	36.2%	215,500	32.4%	(16,435)	(7.6%)	145,491	28.6%	53,573	36.8%
Vehicle Maintenance	1,786	0.3%	3,750	0.6%	(1,964)	(52.4%)	7,042	1.4%	(5,256)	(74.6%)
Website	32,853	6.0%	56,600	8.5%	(23,747)	(42.0%)	28,573	5.6%	4,280	15.0%
Sub-Total Sales and Marketing Expense	506,485	92.0%	565,650	85.0%	(59,165)	(10.5%)	483,904	95.0%	22,581	4.7%
Destination Marketing Activity										
Destination Management Plan	-	-	25,000	3.8%	(25,000)	(100.0%)	40,000	7.8%	(40,000)	(100.0%)
Butte County Film Commission	875	0.2%	1,200	0.2%	(325)	(27.1%)	16,730	3.3%	(15,855)	(94.8%)
Innovation & Experimental Programs	400	0.1%	7,000	1.1%	(6,600)	(94.3%)	-	-	400	100.0%
Sub-Total Destination Marketing Activity	1,275	0.2%	33,200	5.0%	(31,925)	(96.2%)	56,730	11.1%	(55,455)	(97.8%)
Zone and Micro-Marketing										
Chico Zone/Travel Chico	18,311	3.3%	5,000	0.8%	13,311	266.2%	1,260	-	17,052	1,353.6%
Paradise Zone	6,000	1.1%	3,500	0.5%	2,500	71.4%	315	0.1%	5,685	1,804.8%
Oroville Zone	18,517	3.4%	7,500	1.1%	11,017	146.9%	22,123	4.3%	(3,605)	(16.3%)
Other Zone	-	-	1,500	0.2%	(1,500)	(100.0%)	-	-	-	-
County	1,000	0.2%	-	-	1,000	100.0%	-	-	1,000	100.0%
Gridley/ Biggs Zone	2,000	0.4%	1,000	0.2%	1,000	100.0%	-	-	2,000	100.0%
Sub-Total Zone and Micro-Marketing	45,829	8.3%	18,500	2.8%	27,329	147.7%	23,697	4.7%	22,132	93.4%
Admin Expenses										
Advertising	65	-	250	-	(185)	(74.1%)	498	0.1%	(433)	(87.0%)
Bank fees	25	-	60	-	(35)	(58.3%)	-	-	25	100.0%
Conference, Convention, Meeting	6,276	1.1%	3,500	0.5%	2,776	79.3%	837	0.2%	5,439	649.5%
Depreciation	10,169	1.8%	-	-	10,169	100.0%	14,692	2.9%	(4,524)	(30.8%)
Filing fees/ taxes	-	-	2,000	0.3%	(2,000)	(100.0%)	-	-	-	-
General Administration	289	0.1%	3,000	0.5%	(2,711)	(90.4%)	3,322	0.7%	(3,034)	(91.3%)
Insurance	1,870	0.3%	1,250	0.2%	620	49.6%	1,765	0.3%	105	5.9%
Meals	574	0.1%	600	0.1%	(26)	(4.3%)	566	0.1%	8	1.4%
Office supplies	2,147	0.4%	1,500	0.2%	647	43.1%	1,561	0.3%	586	37.5%
Postage	36	-	500	0.1%	(464)	(92.8%)	411	0.1%	(375)	(91.2%)
Printing and Copying	-	-	300	-	(300)	(100.0%)	1,292	0.3%	(1,292)	(100.0%)
Professional fees - Accounting	19,289	3.5%	20,000	3.0%	(711)	(3.6%)	20,628	4.0%	(1,339)	(6.5%)
Professional fees - Legal	-	-	1,500	0.2%	(1,500)	(100.0%)	4,601	0.9%	(4,601)	(100.0%)
Professional fees - Human Resources	3,409	0.6%	3,250	0.5%	159	4.9%	-	-	3,409	100.0%
Rent/ Office Space	3,650	0.7%	4,500	0.7%	(850)	(18.9%)	4,564	0.9%	(914)	(20.0%)
401k Administration	1,514	0.3%	750	0.1%	764	101.8%	706	0.1%	808	114.6%
Staffing - Admin	20,205	3.7%	19,405	2.9%	800	4.1%	16,166	3.2%	4,040	25.0%
Subscriptions	1,619	0.3%	750	0.1%	869	115.9%	1,089	0.2%	531	48.8%
Telephone, Telecommunications	1,260	0.2%	1,200	0.2%	60	5.0%	994	0.2%	266	26.8%
Travel	313	-	900	0.1%	(587)	(65.2%)	1,151	0.2%	(837)	(72.8%)
Admin Expense- Other	-	-	125	-	(125)	(100.0%)	-	-	-	-
Sub-Total Admin Expenses	72,711	13.2%	65,340	9.8%	7,371	11.3%	74,843	14.7%	(2,133)	(2.9%)
TOTAL PROGRAM EXPENSES	**635,062**	**115.4%**	**695,250**	104.4%	**(60,189)**	**(8.7%)**	**647,993**	**127.2%**	**(12,932)**	**(2.0%)**
CHANGE IN NET ASSETS	**$ (84,641)**	**(15.4%)**	**$ (29,550)**	**(4.4%)**	**$ (55,091)**	**(186.4%)**	**$ (138,402)**	**(27.2%)**	**$ 53,762**	**38.8%**

Explore Butte County
Statement of Functional Expenses
For the period ending June 30th, 2026

	TBID Program	Prior Year Reserved	Cooperative	Total - MicroFunding	Travel Chico ARPA	TOTAL
REVENUES & OTHER SUPPORT:						
Program Income						
Butte County	1,195		-	-	-	1,195
Chico	325,217		-	-	-	325,217
Gridley	7,027			-		7,027
Oroville	78,907		-	-	-	78,907
Paradise	5,305			-		5,305
Sub-Total Program Income	417,651	-	-	-	-	417,651
Other Income						
Interest Income	7,328		-	-	-	7,328
Butte County - Microfunding	-		-	916	-	916
City of Chico - Microfunding	-		-	78,661	15,000	93,661
City of Oroville - Microfunding	-		-	14,454	-	14,454
Town of Paradise - Microfunding	-		-	2,986	-	2,986
Cooperative Program Funding	-		12,410	-	-	12,410
City of Gridley - Microfunding	-			1,014	-	1,014
Sub-Total Other Income	7,328	-	12,410	98,031	15,000	132,770
TOTAL REVENUE	**424,980**	**-**	**12,410**	**98,031**	**15,000**	**550,421**
PROGRAM EXPENSES:						
Assessment Rate 2%						
2% Fee - Butte County	27		-	-	-	27
2% Fee - Chico	7,211		-	-	-	7,211
2% Fee - Gridley	156		-	-	-	156
2% Fee - Oroville	1,250		-	-	-	1,250
2% Fee - Paradise	119			-		119
Sub-total Assessment Rate 2%	8,762	-	-	-	-	8,762
Sales and Marketing Expense						
Advertising	68,944		2,239	-	6,600	77,784
Conferences	14,227		-	-	1,426	15,653
Creative Services	67,291		-	-	5,164	72,455
Dues and Memberships	4,795		-	-	15	4,810
Marketing Contracts	69,253		-	-	-	69,253
Meals	541		-	-	-	541
Postage	1,732		-	-	-	1,732
Printing	10,571		-	-	-	10,571
Public Relations	3,513		-	-	-	3,513
Sales and Marketing Exp. - Other	12		-	-	-	12
Hospitality for Hospitality	523		-	-	-	523
Rent/Office Space	2,367		-	-	-	2,367
SponsorShip Marketing	2,500		-	-	-	2,500
Travel Trader& Consumer Market Show	11,067		-	-	-	11,067
Staff-Marketing	197,834	1,231	-	-	-	199,065
Vehicle Maintenance	1,786		-	-	-	1,786
Website	25,053		6,200	-	1,600	32,853
Sub-Total Sales and Marketing Expense	482,010	1,231	8,439	-	14,805	506,485
Destination Marketing Activity						
Innovation & Experimental Programs	400					400
Butte County Film Commission	875				-	875
Sub-Total Destination Marketing Activity	1,275	-	-	-	-	1,275
Chico Zone/Travel Chico				-	18,311	18,311
Paradise Zone				6,000		6,000
Oroville Zone	156			18,362		18,517
County				1,000		1,000
Gridley/ Biggs Zone				2,000		2,000
Sub-Total Zone and Micro-Marketing	156	-	-	27,362	18,311	45,829
Admin Expenses						
Advertising	65		-	-	-	65
Bank fees	25		-	-	-	25
Conference, Convention, Meeting	6,276		-	-	-	6,276
Depreciation	10,169		-	-	-	10,169
General Administration	289		-	-	-	289
Insurance	1,870		-	-	-	1,870
Meals	574		-	-	-	574
Office supplies	2,016		-	-	131	2,147
Postage	36		-	-		36
Professional fees - Accounting	19,289		-	-	-	19,289
Professional fees - Human Resources	3,409		-	-	-	3,409
Rent/ Office Space	3,650		-	-	-	3,650
401k Administration	1,514		-	-	-	1,514
Staffing - Admin	20,069	137	-	-	-	20,205
Subscriptions	1,619		-	-	-	1,619
Telephone, Telecommunications	1,260		-	-	-	1,260
Travel	313		-	-	-	313
Sub-Total Admin Expenses	72,443	137	-	-	131	72,711
TOTAL PROGRAM EXPENSES	**564,646**	**1,368**	**8,439**	**25,362**	**33,247**	**635,062**
NET INCOME/(NET LOSS)	**$ (139,666)**	**$ (1,368)**	**$ 3,971**	**$ 70,670**	**$ (18,247)**	**$ (84,641)**

Explore Butte County
Journal Entries for Month - copy
June 1-30, 2026

	Transaction date	Transaction type	Num	Description	Distribution account number	Account Name	Debit	Credit
9636								
	06/12/2026	Journal Entry	06122026	Payroll for the period 05/31/2026 - 06/15/2026	6410	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6410 Staffing - Marketing Payroll	2,480.40	
	06/12/2026	Journal Entry	06122026	Payroll for the period 05/31/2026 - 06/15/2026	7410	7000 Administration:7400 Staffing - Admin (10%):7410 Staffing - Admin Payroll	275.60	
	06/12/2026	Journal Entry	06122026	Payroll for the period 05/31/2026 - 06/15/2026	6420	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6420 Staffing - Payroll Taxes - Mktg	189.75	
	06/12/2026	Journal Entry	06122026	Payroll for the period 05/31/2026 - 06/15/2026	7420	7000 Administration:7400 Staffing - Admin (10%):7420 Payroll Taxes - Admin	21.08	
	06/12/2026	Journal Entry	06122026	Payroll for the period 05/31/2026 - 06/15/2026	6450	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6450 401k	99.22	
	06/12/2026	Journal Entry	06122026	Payroll for the period 05/31/2026 - 06/15/2026	7450	7000 Administration:7400 Staffing - Admin (10%):7450 401K	11.02	
	06/12/2026	Journal Entry	06122026	Payroll for the period 05/31/2026 - 06/15/2026	6440	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6440 Health Insurance	291.79	
	06/12/2026	Journal Entry	06122026	Payroll for the period 05/31/2026 - 06/15/2026	7440	7000 Administration:7400 Staffing - Admin (10%):7440 Health Insurance	32.42	
	06/12/2026	Journal Entry	06122026	Payroll for the period 05/31/2026 - 06/15/2026	6470	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6440 Health Insurance:6470 Dental and Vision	18.41	
	06/12/2026	Journal Entry	06122026	Payroll for the period 05/31/2026 - 06/15/2026	7470	7000 Administration:7400 Staffing - Admin (10%):7440 Health Insurance:7470 Dental and Vision	2.05	
	06/12/2026	Journal Entry	06122026	Payroll for the period 05/31/2026 - 06/15/2026	7350	7000 Administration:7350 Professional Fees - Human Resources	57.04	
	06/12/2026	Journal Entry	06122026	Payroll for the period 05/31/2026 - 06/15/2026	2410	2410 Retirement plan liability		220.48
	06/12/2026	Journal Entry	06122026	Payroll for the period 05/31/2026 - 06/15/2026	2400	2400 Payroll Liabilities		324.21
	06/12/2026	Journal Entry	06122026	Payroll for the period 05/31/2026 - 06/15/2026	2400	2400 Payroll Liabilities		20.46
	06/12/2026	Journal Entry	06122026	Payroll for the period 05/31/2026 - 06/15/2026	1010	1010 GVB Checking #7188		2,913.63
Total for 9636							**$3,478.78**	**$3,478.78**
9633								
	06/17/2026	Journal Entry	06172027	Payroll for the period 05/31/2026 - 06/13/2026	6410	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6410 Staffing - Marketing Payroll	9,596.23	
	06/17/2026	Journal Entry	06172027	Payroll for the period 05/31/2026 - 06/13/2026b	7410	7000 Administration:7400 Staffing - Admin (10%):7410 Staffing - Admin Payroll	1,066.25	
	06/17/2026	Journal Entry	06172027	Payroll for the period 05/31/2026 - 06/13/2026	6420	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6420 Staffing - Payroll Taxes - Mktg	742.71	
	06/17/2026	Journal Entry	06172027	Payroll for the period 05/31/2026 - 06/13/2026	7420	7000 Administration:7400 Staffing - Admin (10%):7420 Payroll Taxes - Admin	82.52	
	06/17/2026	Journal Entry	06172027	Payroll for the period 05/31/2026 - 06/13/2026	6450	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6450 401k	360.04	
	06/17/2026	Journal Entry	06172027	Payroll for the period 05/31/2026 - 06/13/2026	7450	7000 Administration:7400 Staffing - Admin (10%):7450 401K	40.00	
	06/17/2026	Journal Entry	06172027	Payroll for the period 05/31/2026 - 06/13/2026	6440	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6440 Health Insurance	897.48	
	06/17/2026	Journal Entry	06172027	Payroll for the period 05/31/2026 - 06/13/2026	7440	7000 Administration:7400 Staffing - Admin (10%):7440 Health Insurance	99.72	
	06/17/2026	Journal Entry	06172027	Payroll for the period 05/31/2026 - 06/13/2026	6470	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6440 Health Insurance:6470 Dental and Vision	36.04	
	06/17/2026	Journal Entry	06172027	Payroll for the period 05/17/2026 - 05/30/2026	7470	7000 Administration:7400 Staffing - Admin (10%):7440 Health Insurance:7470 Dental and Vision	4.00	
	06/17/2026	Journal Entry	06172027	Payroll for the period 05/31/2026 - 06/13/2026	7350	7000 Administration:7350 Professional Fees - Human Resources	230.77	
	06/17/2026	Journal Entry	06172027	Payroll for the period 05/31/2026 - 06/13/2026	2410	2410 Retirement plan liability		1,391.64

06/17/2026	Journal Entry	0617202 7	Payroll for the period 05/31/2026 - 06/13/2026	2400	2400 Payroll Liabilities		997.20
06/17/2026	Journal Entry	0617202 7	Payroll for the period 05/31/2026 - 06/13/2026	2400	2400 Payroll Liabilities		86.06
06/17/2026	Journal Entry	0617202 7	Payroll for the period 05/31/2026 - 06/13/2026	1010	1010 GVB Checking #7188		10,680.86
Total for 9633						**$13,155.76**	**$13,155.76**
9637							
06/26/2026	Journal Entry	0626202 6	Payroll for the period 06/26/2026 - 06/262026	6410	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6410 Staffing - Marketing Payroll	1,800.00	
06/26/2026	Journal Entry	0626202 6	Payroll for the period 06/26/2026 - 06/262026	7410	7000 Administration:7400 Staffing - Admin (10%):7410 Staffing - Admin Payroll	200.00	
06/26/2026	Journal Entry	0626202 6	Payroll for the period 06/26/2026 - 06/262026	6420	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6420 Staffing - Payroll Taxes - Mktg	137.70	
06/26/2026	Journal Entry	0626202 6	Payroll for the period 06/26/2026 - 06/262026	7420	7000 Administration:7400 Staffing - Admin (10%):7420 Payroll Taxes - Admin	15.30	
06/26/2026	Journal Entry	0626202 6	Payroll for the period 06/26/2026 - 06/262026	7350	7000 Administration:7350 Professional Fees - Human Resources	25.00	
06/26/2026	Journal Entry	0626202 6	Payroll for the period 06/26/2026 - 06/262026	1010	1010 GVB Checking #7188		2,178.00
Total for 9637						**$2,178.00**	**$2,178.00**
9634							
06/30/2026	Journal Entry	0630202 6	Payroll for the period 06/14/2026 - 06/27/2026	6410	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6410 Staffing - Marketing Payroll	9,673.99	
06/30/2026	Journal Entry	0630202 6	Payroll for the period 06/14/2026 - 06/27/2026	7410	7000 Administration:7400 Staffing - Admin (10%):7410 Staffing - Admin Payroll	1,074.89	
06/30/2026	Journal Entry	0630202 6	Payroll for the period 06/14/2026 - 06/27/2026	6420	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6420 Staffing - Payroll Taxes - Mktg	751.10	
06/30/2026	Journal Entry	0630202 6	Payroll for the period 06/14/2026 - 06/27/2026	7420	7000 Administration:7400 Staffing - Admin (10%):7420 Payroll Taxes - Admin	83.46	
06/30/2026	Journal Entry	0630202 6	Payroll for the period 06/14/2026 - 06/27/2026	6450	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6450 401k	360.04	
06/30/2026	Journal Entry	0630202 6	Payroll for the period 06/14/2026 - 06/27/2026	7450	7000 Administration:7400 Staffing - Admin (10%):7450 401K	40.00	
06/30/2026	Journal Entry	0630202 6	Payroll for the period 06/14/2026 - 06/27/2026	6440	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6440 Health Insurance	897.48	
06/30/2026	Journal Entry	0630202 6	Payroll for the period 06/14/2026 - 06/27/2026	7440	7000 Administration:7400 Staffing - Admin (10%):7440 Health Insurance	99.72	
06/30/2026	Journal Entry	0630202 6	Payroll for the period 06/14/2026 - 06/27/2026	6470	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6440 Health Insurance:6470 Dental and Vision	36.04	
06/30/2026	Journal Entry	0630202 6	Payroll for the period 06/14/2026 - 06/27/2026	7470	7000 Administration:7400 Staffing - Admin (10%):7440 Health Insurance:7470 Dental and Vision	4.00	
06/30/2026	Journal Entry	0630202 6	Payroll for the period 06/14/2026 - 06/27/2026	7350	7000 Administration:7350 Professional Fees - Human Resources	230.77	
06/30/2026	Journal Entry	0630202 6	Payroll for the period 06/14/2026 - 06/27/2026	2410	2410 Retirement plan liability		942.31
06/30/2026	Journal Entry	0630202 6	Payroll for the period 06/14/2026 - 06/27/2026	2400	2400 Payroll Liabilities		350.61
06/30/2026	Journal Entry	0630202 6	Payroll for the period 06/14/2026 - 06/27/2026	2400	2400 Payroll Liabilities		20.46
06/30/2026	Journal Entry	0630202 6	Payroll for the period 06/14/2026 - 06/27/2026	2230	2230 Accrued Payable		11,938.11
Total for 9634						**$13,251.49**	**$13,251.49**
9643							
06/30/2026	Journal Entry	0630202 6	To expense Avoy Technologies Limited - US SnapSea Annual License (2026-27) (GL 6140 - 1)	6140	6000 Sales and Marketing Expense:6100 Marketing Contracts:6140 Digital Asset Management	602.08	
06/30/2026	Journal Entry	0630202 6	To expenses HUBSPOT Inc - Second Quarter 2026 - 04/01/2026 - 06/30/2026 GL 6750	6750	6000 Sales and Marketing Expense:6700 Website:6750 Hubspot	2,065.00	
06/30/2026	Journal Entry	0630202 6	To expenses PROGRESSIVE - Nichole Farley | Progressive | 6655 - Vehicle / Van Expenses - Jan 8, 2026 - Jul 8, 2026	6655	6000 Sales and Marketing Expense:6655 Vehicle - Van Expenses	91.86	
06/30/2026	Journal Entry	0630202 6	To expenses June 2026 Prepaid	1400	1400 Prepaid Expenses		2,758.94

Total for 9643						**$2,758.94**	**$2,758.94**
9644							
06/30/2026	Journal Entry	06302026	To record depreciation expense for June 2026	7045	7000 Administration:7045 Depreciation expense	1,691.61	
06/30/2026	Journal Entry	06302026	To record depreciation expense for June 2026	1600	1600 Accumulated depreciation		1,691.61
Total for 9644						**$1,691.61**	**$1,691.61**
9645							
06/30/2026	Journal Entry	06302026	June Accounting Fees - Accrual	7330	7000 Administration:7330 Professional fees - Accounting	2,000.00	
06/30/2026	Journal Entry	06302026	June Accounting Fees - Accrual	2230	2230 Accrued Payable		2,000.00
Total for 9645						**$2,000.00**	**$2,000.00**
9646							
06/30/2026	Journal Entry	06302026	To Accrue the payroll for the period 06/29/2026 to 06/30/2026(2days)	6410	6000 Sales and Marketing Expense:6400 Staffing - Marketing (90%):6410 Staffing - Marketing Payroll	1,934.80	
06/30/2026	Journal Entry	06302026	To Accrue the payroll for the period 06/29/2026 to 06/30/2026(2days)	7410	7000 Administration:7400 Staffing - Admin (10%):7410 Staffing - Admin Payroll	214.98	
06/30/2026	Journal Entry	06302026		2200	2200 Accrued Payroll		2,149.78
Total for 9646						**$2,149.78**	**$2,149.78**
TOTAL						**$40,664.36**	**$40,664.36**

Wednesday, July 08, 2026 11:19 AM GMTZ

Proposal to Provide Accounting Services

EXPLORE BUTTE

July 13, 2026

CONTACT

MARILYN SAKAI, MANAGING PARTNER
LEE & SAKAI, LLC
2420 K STREET, SUITE 250
SACRAMENTO, CA 95814
DIRECT 916-479-0641
marilyn@leeandsakai.com

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Solution Driven Accounting

July 13, 2026

Explore Butte County
Nichole Farley
326 Huss Drive
Chico, CA 95928

Dear Nichole,

Thank you for reaching out to Lee & Sakai for accounting services for Explore Butte County. We are passionate about providing quality and transformative accounting services to non-profit organizations whose mission and purpose affect positive changes in industry and community.

In March 2025, we celebrated our 25th anniversary. Through the years, we have built strong relationships with clients, auditors, government funders, private funders/Foundations, and the greater community. We understand the unique challenges that non-profits face and have the expertise to help navigate these challenges. Lee & Sakai is committed to providing full-scope accounting, human resources services, and operational and strategic support, is solution oriented in our approach. We invite you to reach out to any of our references or clients to learn firsthand how we have supported those organizations, associations, missions, and provided exceptional services.

This proposal is based on our initial conversation. These services can be adjusted as necessary to accommodate the needs of the organization.

All services will be performed in compliance with Generally Accepted Accounting Principles (GAAP) not-for-profit accounting standards and accounting best practices, unless otherwise requested, noted and accepted by your management, Board of Directors, and CPA.

We are excited to submit our proposal and look forward to working with you.

In Community,

Marilyn Sakai
Managing Partner/Fractional Executive
2420 K Steet, Suite 250, Sacramento CA 95816
1209 W. Tokay Street, Suite 15, Lodi CA 95240
marilyn@leeandsakai.com

Scope of Work

The proposed scope of work was developed based on our initial conversations and is grouped into the various phases of work anticipated. This scope may be adjusted as necessary to fit the needs and priorities of ownership.

INITIAL ONBOARDING ACTIVITIES

- ✓ Meeting with organizational leadership to reaffirm priorities, establish workflow timelines, and identify any additional special needs and/or catch-up activities.
- ✓ Connectivity to portals and systems including but not limited to:
  - Accounting software
  - Supplemental or integrated accounting software
  - Bank, credit, and loan accounts (viewing access)
  - Payroll processing software (if applicable)
  - Connectivity with Auditor/Tax preparer
  - Copy of previous two years' tax returns
  - Copy of most recently board approved financial statements
  - Copy of existing contracts/assessment
  - Copy of vendor contracts affecting financial statement disclosure

ONGOING ACCOUNTING/FRACTIONAL CFO SERVICES

- ✓ Revenue recognition guidance for assessments and collections
- ✓ Accounts payable coding verification – accrual basis/GAAP compliant
- ✓ Credit card coding verification – accrual basis/GAAP compliance
- ✓ Monthly reconciliations of cash accounts, receivables, payables, assets, and liabilities
- ✓ Monthly closing journal entries including assistance with calculation of temp restricted funds
- ✓ Financial statement preparation, budget to actual variance analysis, forecasting, and cash flow reporting
- ✓ Finance committee, Executive committee, and/or Board presentations as applicable
- ✓ Non-profit financial literacy for Board as needed

ANNUALLY ACCOUNTING SERVICES

- ✓ Annual closing entries for AR, AP, and allowance for doubtful accounts
- ✓ Follow up and adjustment of uncleared transactions and/or processing of reissued payments
- ✓ Preparation and filing of 1099-MISC and 1099-NEC forms as applicable
- ✓ Supplemental schedule preparation including but not limited to accrual entries, amortization, and depreciation calculations
- ✓ Audit coordination with selected CPA, preparation of schedules, providing information requested by CPA
- ✓ Tax coordination with selected CPA, preparation of schedules, providing information requested by CPA
- ✓ Annual accounting policy and procedures updates
- ✓ Assistance with annual budget development

Firm Experience and Qualifications

WHO WE ARE

More than a traditional firm – we are a specialized resource for non-profits and small businesses. For 25+ years, we have paired our accounting services with candid advice, strategic planning, and hands-on advocacy. We partner with you to achieve your fiscal and organizational goals, combining financial expertise with dedicated, proactive consulting that encompasses accounting, human resources, operations, fundraising support, and fiscal and grant compliance.

Our approach is simple – focus on the solution. We believe that your success is our success, and that we all play a vital role in the communities we serve. We are stronger together.

WHAT WE DO BEST

- ✓ Organization and accounting systems set-ups
- ✓ Development and implementation internal controls, policies, and procedures
- ✓ Budgeting, financial reporting, and compliance
- ✓ Internal reviews, audit preparation and audit coordination
- ✓ Re-organization and key employee position remodeling
- ✓ Financial and fiscal agency reporting
- ✓ Cash flow planning and financial projections
- ✓ Collaborating with stakeholders to achieve financial stability and growth objectives

KNOWLEDGE AND PRACTICAL EXPERIENCE IS KEY

Our first clients, now 25 years ago, was a therapeutic sports non-profit and a construction company. Since then, we have expanded our practice to include a variety of industries – real estate, legal, lobbying firms, business associations, public relations, youth sports teams, retail operations, financial services, veterans' services, and not-for-profit organizations. We are well versed in trust accounting and fiscal agencies, government contract management, membership associations, foundations, advocacy and policy organizations, multi-day conventions, study and trade missions, fundraising campaigns, capital builds and purchases, real estate development, education scholarship programs, endowments, and various student and professional leadership programs through our work with our current and prior client base.

PROUD TO BE A PART OF THE COMMUNITY AROUND US

In addition to the accounting, human resources and consultancy work we do in the for-profit and non-profit sector, we are deeply invested in our own industry and local community. Below is a sample of our most recent industry affiliations, business affiliations, and community giving projects.

- University of Colorado, Colorado Springs, Women in Leadership Certificate Program Advisory Board, 2025 to Current
- Sacramento Regional Foundation, Impact Collaborative, Donor
- SV6 Sports Inc., Board of Directors, 2024 to Current
- Sacramento Metropolitan Chamber of Commerce, Member, 2024 to Current
- National Association of Women Owned Businesses, Sacramento Chapter, 2024 to Current
- American Institute of Certified Public Accountants, CPA Member, 2022 to Current
- American Institute of Certified Public Accountants, Non-Profit Affiliate, 2023 to Current
- Love Lodi, Annual Participant, 2023 to Current
- Lodi Basketball Academy (Nitro), Volunteer Accounting Support, 2019 to 2023

- NorCal SBDC / SBDC Affiliate Program, Business Advisor, 2019 to 2025
- California Mexican America Veterans Memorial Foundation (CMAVMF), Board of Directors, 2019 to Current
- Upward Sports, Volunteer, 2019 to Current
- Sacramento Hispanic Chamber of Commerce, Member, Education and Finance Committee, 2004 to Current

RECOGNIZED BY

California Hispanic Chamber of Commerce 2025 Central Region Business of the Year
Sacramento Business Journal 2024 C-Suite Awardee
National Association of Women Owned Business 2024 “Wise Woman” Nominee
Sacramento Black Chamber of Commerce 2021 Small Business of the Year
Sacramento Hispanic Chamber of Commerce 2015 Young Professional of the Year

Engagement Team

OUR TEAM

Marilyn Sakai, Executive Team/Managing Partner
Cassanda Nesler, Executive Team/CPA
Kari MacDonald, Executive Team/HR Specialist
Jason Lam, Accounting Team
Cara Ward, Accounting Team
Tish Hegwood, Accounting Team
Melisa Corbin, Accounting Team
Sophia Berry, Accounting + Operations Team
Savanna Berry, Operations Team

DEDICATED ENGAGEMENT TEAM

Marilyn Sakai, Managing Partner/Fractional CFO
Cassandra Nesler, CPA/Fractional CFO

The dedicated team's primary focus would be accounting and fractional CFO support as outlined in the scope of work.

OFFICE LOCATION

Lee and Sakai's has two offices – Mid-town Sacramento and Lodi, California. We employ a small but dedicated team, of which two would be dedicated to Explore Butte, should services be retained with our firm.

TEAM CONTINUING EDUCATION

Our staff have degrees and certificates in accounting, business administration, communications, and/or economics along with extensive work experience in auditing, government and foundation grant reporting, compliance, human resources, and tax. We find continuing education extremely valuable, and all staff participate in on-going continuing education courses to keep up to date on accounting and human resources standards, tax law changes, government grant and contracting requirements, and best practices. We have built strong relationships with multiple tax and audit firms to ensure that our work product is of the highest quality and standard, and that our clients' regular accounting and financial reporting are completed timely and accurately.

CLIENT RESOURCES

As part of our full-service approach, we proactively share resources with our clients. Prior to implementing new accounting or tax standards and guidelines, or human resource law changes, we collaborate with our clients to ensure they are abreast of any implication to their accounting records and reporting.

Marilyn Sakai

Managing Partner/Fractional CFO

Marilyn is an accomplished CFO with 25 years of experience in the non-profit and private sector providing accounting, financial, business strategy, compliance, and coaching services throughout California. Marilyn will serve in a financial advisory and fiscal strategy role to ensure a smooth accounting services transition and audit support, as well as provide quality assurance, compliance, and strategic guidance.

RELEVENT INDUSTRY EXPERIENCE	Direct service nonprofit organizations Industry associations focusing on advocacy and policy Organizational structure and remodeling Organization start-ups and transition planning Government grant accounting Accounting for law firms including immigration law Annual and single audits Internal controls, development of policies and procedures Cash flow projections, financial data analysis
RELEVANT ENGAGEMENT EXPERIENCE	Sacramento Metro Chamber of Commerce, Foundation & PAC California Hispanic Chamber of Commerce & Foundation Sacramento Hispanic Chamber of Commerce & Foundation California Forest Foundation 3 Fold Communications LLC California Association of Public Authorities for In Home Support Services ProjectAttain! Valley Vision KBH Advocacy Sacramento Valley Manufacturing Alliance Arden Howe Business Alliance Food initiative of Greater Stanislaus
PROFESSIONAL MEMBERSHIPS	American Institute of Certified Public Accountants, NP Affiliate Member Financial Executives International, Sacramento Chapter National Assoc. of Women Owned Businesses, Sacramento Chapter Sacramento Association of Realtors (2016-2021)
EDUCATION	Bachelor of Science, Business Administration, Accounting California State University, Sacramento

Cassandra Nesler

Certified Public Accountant/Fractional CFO

Cassandra is a dynamic fractional CFO with 10 years in public accounting where she served as both an auditor for the non-profit sector and a Fractional CFO. Cassandra brings deep knowledge and proven experience in GAAP accounting, audit procedures, and internal controls. She will serve in a financial management, oversight and fiscal strategy role to build upon existing systems, ensuring audit compliance and guiding financial reporting and forecasting.

RELEVENT INDUSTRY EXPERIENCE	Former financial statement auditor Fractional CFO GAAP-compliant financial statements with supporting disclosures Revenue recognition Allocation methods Accounting system set-up Government grant accounting Trust accounting Annual and single audits Internal controls, development of policies and procedures Financial data analysis
RELEVANT ENGAGEMENT EXPERIENCE	California Chamber of Commerce & PACs League of California Cities California Association of Public Authorities for In Home Support Services Planned Parenthood Affiliates of California Stanford Settlement Neighborhood Center 3 Fold Communications LLC California Forestry Association Mercy Foundation Dairy Council of California Alliance for Compassion and Education Verge Center for the Arts Yolo County Homeless and Poverty Action Coalition Sacramento Regional Family Justice Center
CERTIFICATIONS	Certified Public Accountant, State of California
PROFESSIONAL MEMBERSHIPS	American Institute of Certified Public Accountants, CPA Member
EDUCATION	Bachelor of Science, Business Administration, Accounting California State University, Sacramento

Our Approach

ACCOUNTING AND FINANCIAL MANAGEMENT

We are fully committed to serving our clients' ongoing accounting needs. While we do not provide attestation services, we do employ CPAs on staff, and our expertise and experience expands beyond that of many CPA firms. We focus on day-to-day accounting and related support activities by gaining a thorough understanding of our clients' services and operations to support them in implementing and maintaining best practice, navigating transitions, developing, and reaching strategic goals, and building long-term stability and growth. Our experience with and practical use of accounting and supplemental software systems, consistency in accounting process and procedure, and timely response, are our key strengths. Additionally, our position of not performing tax and audit engagements maintains our independence from audits firms and provides an additional layer of oversight for our clients.

We approach each client with a deep understanding of fiscal responsibility. Therefore, we strive to be experts in our clients' accounting activities and provide an accurate and justifiable representation of their work. We ask questions to gain thorough understanding and develop tools and processes that increase efficiency.

We are flexible – we understand the ebbs and flows of funding cycles and seasonal activities, need for adaptability, and staffing capacity issues during periods of growth and retraction. We strive to find viable solutions, even in the most complicated situations.

We are responsive and communicative. We typically reply to client requests within 24-48 hours or plan for more detailed responses in a timely manner when high activity demands it. We are available by email and telephone throughout the workweek and are open to scheduling meetings as necessary to accommodate varying work schedules, special campaigns, and time zone differences.

TECHNOLOGY

We believe in using accounting software and supplemental software to their fullest capability. That said, we have worked with various fiscal management software programs and are familiar with their capabilities and limitations. This knowledge helps us advise our clients of programs that will best suit their needs. A sampling of these systems include:

- QuickBooks Desktop/Online
- Sage Intacct
- MIP
- Growthzone
- ChamberMaster
- Access
- Salesforce
- DropBox
- ShareFile
- Monday.com
- Various fundraising platforms
- Square, Stripe and other credit card payment processors
- Suralink
- Bill.com
- ADP, Paychex, Sure Payroll, QuickBooks Payroll, Heartland, Gusto, and various other payroll providers

In recent years, we have successfully navigated multiple clients to paperless and semi-automated systems, reducing the need to meet in person for expenditure requests, approval signatures, bill payments, and finance meetings for our busy clients, while also moving records maintenance from

paper to electronic forms. Additionally, our firm uses workflow software to track progress, file sharing, electronic signature, approval systems, and bill payment systems, to increase efficiency.

Our financial reporting is often customized to our clients' needs, which can often be built within the client's existing accounting system. For reports that extend beyond the accounting system capabilities, or that require manual input for assumptions and forecasting, reports are often partially automated and finalized in a secondary system such as Microsoft Excel. We have developed a database of internally created templates for budgeting, cash flow, projections, and project tracking that are adaptable to our client's specific needs.

ACCURACY IN FINANCIAL REPORTING

Completeness and accuracy of all information presented is of upmost importance to Lee & Sakai. No system or processor is perfect, especially those involving multiple points of input. We take a muti-step approach for proper checks and balances and agreements of all stakeholders. This process includes:

- ✓ Workflow tracking
- ✓ Electronic back up
- ✓ Separation of duties
- ✓ Advance documentation and approval where required
- ✓ Monthly account reconciliation
- ✓ Approval of adjusting entries
- ✓ Monthly close checklist or documentation
- ✓ Secondary review of accounting transactions prior to financial statement preparation
- ✓ Regular review of financial statements with management/ownership
- ✓ Use of forecasting, cash flow and other forward-looking reporting to track progress and future activities
- ✓ Resolve of questions, discrepancies, and issues as they arise
- ✓ Workpapers, workbooks, reports, and back up documentation maintained electronically for 7 years. Available through shared files or upon request.

We welcome questions. We believe open and transparent dialog is necessary for fiscal accountability. When issues or discrepancies arise, we believe in a collaborative approach, blending best practice with practicability to find a solution that meets the needs of management/ownership, and acceptability by the tax preparer and other stakeholders.

Client References and Firm Stability

REFERENCES

Robert Heidt, CEO
Sacramento Metro Chamber of Commerce, Foundation & PAC
1 Capitol Mall, Suite 310
Sacramento, CA 95814
Office (916) 552-6800
rheidt@metrochamber.org

Jamie Von Sossan, President
3 Fold Communications LLC
2830 G Street, Suite 200
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jamie@3foldcomm.com

Manosh Singh, CPA, CFF
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Citrus Heights, CA 95610
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manosh@msinghcpa.com

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CliftonLarsonAllen LLP
915 Highland Pointe Drive, Suite 300
Roseville, CA 95678
Direct (916) 241-8926
Jacob.thomassen@claconnect.com

FIRM STABILITY

Client turnover is very rare at Lee and Sakai. In our 25+ year history, we have several clients that have been with us for 15+ years and several other clients who regularly refer us new business. That said, we take pride in working with the business and not-for-profits in the Capitol region who strive to make meaningful contributions to the communities and industries they serve, who prioritize fiscal prudence and exercise financial accountability. As such, client turnover is typically a result of our client's growth and transitioning into an in-house model or our client's retiring.

Fee Proposal and Pricing Structure

FEE PROPOSAL

Our firm generally charges on a per hour basis for services rendered, billed in 15-minute increments with no monthly minimum fees. Payments are due net 15, invoiced by the 5th of the month for the previous month's services at the following rate schedule:

Hourly Staffing Rates

Executive Team	$150-195/hour
Certified Public Accountants	$165/hour
Service Directors	$135/hour
Service Managers	$115/hour
Accountants/Full Charge Bookkeepers	$90-105/hour
Accounting Associates	$75/hour
Administrative Associates	$60/hour

Lee and Sakai periodically increases its hourly rates and/or flat monthly fee arrangements to fairly compensate our dedicated staff. Fee increases typically occur every 2-3 years. The hourly rates included in this proposal represent our 2026 rates.

Our estimate for ongoing accounting and Fractional CFO services is $1,800 to $2,000 per month.

Our estimate for annual accounting activities is $3,000 – $5,000. This scope is typically billed over multiple months, with the largest part of this work dedicated to coordinating the annual audit, preparing all documentation and schedules, and tax coordination.

Clients seeking a flat fee billing arrangement are encouraged to inquire. Flat fee arrangements are typically available after onboarding, once our staff has adequate time to review accounting and supplemental systems, audit and financial statement reporting, and catch up accounting is completed.

Our annual technology fee is $100 per year, billable at the start of the engagement and every year of service thereafter.

Other direct client costs incurred on behalf of Client including but not limited to postage fees, check stock reorders, QuickBooks online fees, other software integration fees, will be billed to client without mark-up.

Our service agreements contain a 30-day termination clause. Our primary goal is to ensure expectations are met and that our services contribute positively to the business. We also understand that circumstances and needs change from downsizing or growth.

For increased transparency and oversight, Lee and Sakai does not prepare taxes or audit in-house for its accounting clients. These services are outsourced to various CPAs we work with. Should tax or audit services be needed, we are available to provide a recommendation or assist with the RFP process.

ONBOARDING

Onboarding a new client typically requires contract execution, documentation and access requests, process implementation, and/or additional follow-up meetings. As such, Lee & Sakai typically requests

no less than ten (10) calendar days to complete contracts, assign staff accesses, and initiate a follow-up before the scope of work timeline begins. Should a shorter timeline be required, special arrangements can be made upon request.

ADDITIONAL SERVICES

Additional support services are available upon request including human resources and operations support.

TO: Explore Butte County Board of Directors
FROM: Nichole Farley, President & CEO
DATE: July 30, 2026

Purpose

The purpose of this staff report is to present the updated July 2026 Budget Amendments to the Board of Directors for review and formal approval.

Following mid-year financial reviews and actual Tourism Business Improvement District (TBID) jurisdiction assessment receipts through May/June 2026, staff has adjusted both revenue expectations and operational expenditure allocations to maintain operational strength and budget integrity.

Key adjustments in the updated July 2026 Budget include:

TBID Program Assessment Revenues: Adjusted from an initial projection of $1,256,000 down to $1,115,400 to align with actual YTD collection trends across all member jurisdictions and account for the recognition structure of 10% micro zone funding.

Total Gross Revenue Expectations: Lowered from $1,472,000 to $1,353,000.

Strategic Spending Alignment: Reallocating program income, reserve expenditures, and Travel Chico/Chico MicroZone funds to ensure vital marketing, destination management, and administrative priorities remain fully funded.

Assessment Revenue Analysis & YTD Performance

Jurisdiction income tracking through May 2026 provides a clear 5-month comparison against 2025 performance levels.

Jurisdiction TBID Income Comparison (Jan – May 2025 vs. Jan – May 2026)

- Five-Month Collections Comparison: Total assessment collections through May 2026 reached $363,578.24, compared to $330,357.39 collected during the same 5-month period in 2025 (a growth variance of +$33,220.85 YTD through May).
- Monthly Breakdown (Jan – May 2026):
    - January: $56,723.45 (vs. $60,005.93 in 2025)
    - February: $57,504.21 (vs. $62,813.62 in 2025)

  - March: $93,438.25 (vs. $67,635.64 in 2025)
  - April: $63,943.21 (vs. $65,404.96 in 2025)
  - May: $91,969.12 (vs. $74,497.24 in 2025)
- Jurisdiction Trends: While March and May 2026 experienced strong collection upticks in key cities like Chico and Oroville, full-year projections are adjusted conservatively to account for timing variations in municipal reporting and the restructuring of 10% micro zone deferred revenues.

Updated Revenue Projections (4000 Program Income)*

Jurisdiction	Approved Jan 2026 Budget	Proposed July 2026 Updated Budget	Variance (10% micro zone funding)
Butte County	$15,000.00	$13,500.00	-$1,500.00
Chico	$1,000,000.00	$900,000.00	-$100,000.00
Gridley	$11,000.00	$9,900.00	-$1,100.00
Oroville	$180,000.00	$162,000.00	-$18,000.00
Paradise	$50,000.00	$30,000.00	-$20,000.00
Total Program Income	$1,256,000.00	$1,115,400.00	-$140,600.00

Note: Revenue Projections have been reduced to account for the 10% micro zone funding, which moving forward will be recognized as deferred revenue under the appropriate accounts under 4800 – Other Types of Income.

Mid-Year Budget Amendments Summary

Revenue & Other Income Highlights

- Deferred MicroZone Funding Recognition: Moving forward, 10% micro zone funding amounts are accounted for under 4800 - Other Types of Income (such as accounts 4811.00 through 4840.00 for Butte County, Chico, Gridley, Oroville, and Paradise) to properly isolate deferred micro funding.
- Cooperative Program Funding (4850): Adjusted to $58,600.
- Travel Chico / MicroZone Funding: Increased total allocated income from $140,000 to $160,000.
- Reserve Funds Utilization: Designated $20,000 from reserve funds under Other Types of Income to support planned strategic initiatives.

Key Expenditure Adjustments

- Sales & Marketing (6000 Series):
  - Advertising (6010): Total advertising budget increased from $161,000 to $181,600, driven by an expansion in social media marketing ($61,600 total) to stay competitive in driving seasonal travel demand.
  - Conferences & Education (6030): Reduced from $50,000 to $42,750 to optimize travel and professional development expenses.
  - Creative Services (6050): Fine-tuned from $127,500 to $129,000.
  - Marketing Contracts (6100): Adjusted to $141,000 to cover enhanced research and data capabilities ($47,500).
- Destination Management Activity (6800 Series):
  - Destination Management Planning increased to $70,000 (supported by reserve funds).
  - Innovation & Experimental Programs reduced to $2,000.
- Administration (7000 Series):
  - Adjusted to reflect the 10% Admin Fee calculation ($111,540) based on reduced primary program revenues. Total Administration Expenses are projected at $131,680.

Overall Financial Comparison

Line Item Category	Approved Jan 2026 Budget	Proposed July 2026 Update	Net Variance
Gross Revenues	$1,472,000.00	$1,353,000.00	-$119,000.00

Less 2% Collection Fees	$25,120.00	$25,120.00	$0.00
Net Available Income	$1,321,280.00	$1,327,880.00	+$6,600.00
Sales & Marketing Expenses	$1,131,300.00	$1,112,750.00	-$18,550.00
Destination Management	$66,400.00	$74,400.00	+$8,000.00
Zone Micro-Funding	$37,000.00	$47,000.00	+$10,000.00
Administration Expenses	$131,180.00	$131,680.00	+$500.00
Total Expenses	$1,365,880.00	$1,365,830.00	-$50.00
Net Income / Bottom Line	-$44,600.00	-$37,950.00	+$6,650.00

Recommendation

Staff recommends that the Board of Directors approve the Updated July 2026 Budget as presented, authorizing staff to adjust operational line items accordingly for the second half of Fiscal Year 2026.

Attachments

Attachment A: July 2026 Budget Adjustment

Attachment B: Approved 2026 Budget

EXPLORE BUTTE COUNTY
P.O. Box 2154, Chico, CA 95927
(530)918-4585 |
ExploreButteCounty.com

Attachment C: 2025 vs 2026 Jurisdiction Tracking

Proposed 2026 Budget for Review				Class - 01	Class - 02	Class - 03	Class - 04	Class - 05
				TBID Program Funding ONLY	Reserve Funds Expected to be Spent 2025	Cooperative Program Funding	Deferred MicroFunding	Travel Chico/Chico MicroZone Funding
	4000 - Program Income							
		4200.00	Butte County	$13,500.00	$13,500.00			
		4300.00	Chico	$900,000.00	$900,000.00			
		4350.00	Gridley	$9,900.00	$9,900.00			
		4400.00	Oroville	$162,000.00	$162,000.00			
		4500.00	Paradise	$30,000.00	$30,000.00			
		Total 4000	Program Income	$1,115,400.00	$1,115,400.00			
	4800 - Other Types of Income							
		4800.00	Other Types of Income	$20,000.00		$20,000.00		
		4810.00	Interest Income	$0.00				
		4811.00	Butte County - MicroFunding	$3,000.00			$3,000.00	
		4820.00	City of Chico - MicroFunding	$120,000.00				$120,000.00
		4860.00	City of Gridley - MicroFunding	$2,000.00			$2,000.00	
		4830.00	City of Oroville - MicroFunding	$27,000.00			$27,000.00	
		4840.00	Town of Paradise - MicroFunding	$7,000.00			$7,000.00	
		4850.00	Cooperative Program Funding	$58,600.00		$18,600.00		$40,000.00
		Total 4800	Other Types of Income	$237,600.00	$0.00	$20,000.00	$18,600.00	$39,000.00	$160,000.00
	Total Income			*$1,353,000.00*	*$1,115,400.00*	*$20,000.00*	*$18,600.00*	*$39,000.00*	*$160,000.00*
	Cost of Goods Sold							
	5000 - 2% Fee							
		5200.00	2% Fee Butte County	$300.00	$300.00			
		5300.00	2% Fee Chico	$20,000.00	$20,000.00			
		5350.00	2% Fee Gridley	$220.00	$220.00			
		5400.00	2% Fee Oroivlle	$3,600.00	$3,600.00			
		5500.00	2% Fee Paradise	$1,000.00	$1,000.00			
		Total 5000	2% Fee	$25,120.00	$25,120.00	$0.00	$0.00	$0.00	$0.00
AS AN FYI	MicroFunding Deferred Revenue							
	10% Fee							
			10% Butte County					
			10% Chico					
			10% Gridley					
			10% Oroivlle					
			10% Paradise					
			10% Defered Revenues	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00
	Net Income			$1,327,880.00	$1,090,280.00	$20,000.00	$18,600.00	$39,000.00	$160,000.00
	Expense							
	6000 - Sales and Marketing Expense			78%	$870,012.00			
		6010.00	Advertising					
			6011 - Advertising - Adwords/SEM	$14,000.00	$ 14,000.00			
			6012 - Advertising - Digital	$36,000.00	$ 36,000.00			
			6013 - Advertising - Social Media	$61,600.00	$ 43,000.00		$3,600.00		$15,000.00

Proposed 2026 Budget for Review					Class - 01	Class - 02	Class - 03	Class - 04	Class - 05
					TBID Program Funding ONLY	Reserve Funds Expected to be Spent 2025	Cooperative Program Funding	Deferred MicroFunding	Travel Chico/Chico MicroZone Funding
			6014 - Advertising - OOH Activation/Storytelling Partnerships	$25,000.00	$ 25,000.00				
			6015 - Advertising - Print	$5,000.00	$ 5,000.00				
			6016 - Advertising - Other	$15,000.00	$ 15,000.00				
			6017 - Advertising - Regional Partnerships	$10,000.00	$ 10,000.00				
			6018 - Advertising - Agency Media Buy	$0.00	0				
			6019 - Advertising - Visit CA Advertisements	$15,000.00	$ 15,000.00				
18.74%		Total 6010	Advertising	$181,600.00	$163,000.00	$0.00	$3,600.00	$0.00	$15,000.00
		6030.00	Conferences & Education						
			6031 - CalTravel Annual Summit	$7,000.00	$6,000.00				$1,000.00
			6032 - Destination Internation Annual Convention	$6,000.00	$6,000.00				
			6033 - Destination Internation Summits	$5,000.00	$2,500.00				$2,500.00
			6034 - OneWest Summits	$8,000.00	$8,000.00				
			6035 - Board Leadership Retreat	$5,000.00	$5,000.00				
			6036 - Other	$5,000.00	$2,500.00				$1,000.00
			6037 - Visit California	$2,750.00	$2,750.00				
			6038 - US Travel	$4,000.00	$4,000.00				
Original budget approved for $50K		Total 6030	Conferences & Education	$42,750.00	$36,750.00	$0.00	$0.00	$0.00	$4,500.00
		6050.00	Creative Services						
			6051 - Creative - Video & Photography	$17,000.00	$14,000.00				$3,000.00
			6052 - Creative - Written	$4,500.00	$1,500.00				
			6053 - Creative - Influencer	$25,000.00	$25,000.00				$6,000.00
			6054 - Creative - Other	$2,500.00	$2,500.00				
			6055 - Creative - Agency/Brand Audit & Refresh	$50,000.00	$50,000.00				
			6056 - Creative - Visitor Guide/Field Trail Guides	$30,000.00	$30,000.00				
			6057 - Creative - Podcast	$0.00					
			6058 - Creative - Regional Partnerships	$0.00					
14.14%		Total 6050	Creative Services	$129,000.00	$123,000.00	$0.00	$0.00	$0.00	$9,000.00
		6070.00	Dues and Memberships	$10,000.00	$10,000.00				
		6100.00	Marketing Contracts						
			6110 · Marketing Account Management	$50,000.00	$50,000.00				
			6130 · PR Agency Account Management	$36,000.00	$36,000.00				
			6140 · Photography DAMS	$7,500.00	$7,500.00				
			6150 · Research & Data	$47,500.00	$47,500.00				
			6170 · Project Management	$0.00					
16.21%		Total 6100	Marketing Contracts	$141,000.00	$141,000.00	$0.00	$0.00	$0.00	$0.00
Other		6200.00	Meals	$1,200.00	$1,200.00				
16600.00		6300.00	Office Supplies	$1,200.00	$1,200.00				
		6310.00	Postage	$3,000.00	$3,000.00				
		6320.00	Printing						
			6321 - Adventure Guide	$6,000.00	$6,000.00				
			6322 - Promotional Materials	$13,000.00	$6,000.00				$7,000.00
			6323 - Other	$3,000.00	$1,000.00				$2,000.00

Proposed 2026 Budget for Review				Class - 01	Class - 02	Class - 03	Class - 04	Class - 05
				TBID Program Funding ONLY	Reserve Funds Expected to be Spent 2025	Cooperative Program Funding	Deferred MicroFunding	Travel Chico/Chico MicroZone Funding
	6340.00	Public Relations - Media						
		6341 · Media/Public Relations Events (Out of Market)	$5,000.00	$5,000.00				
		6342 - Media Trips/FAM Tours (In Market)	$2,500.00	$2,500.00				
0.86%	Total 6340	Public Relations - Media	$7,500.00	$7,500.00	$0.00	$0.00	$0.00	$0.00
	6350.00	Sales & Marketing Exp. Other	$1,200.00	$1,200.00				
	6355.00	Hospitality for Hospitality	$2,000.00	$2,000.00				
	6360.00	Rent / Office Space	$3,000.00	$3,000.00				
	6370.00	Sponsorship Marketing	$5,000.00	$5,000.00				
	6380.00	Travel Trade & Consumer Market Shows						
		6381 - Consumer Shows	$7,000.00	$5,000.00				$2,000.00
		6382 - Travel Trade Events (Out of Market)	$5,000.00	$5,000.00				
		6383 - Travel Trade Trips/FAM Tours (In Market)	$0.00					
		6384 - Other	$0.00					
1.15%	Total 6380	Travel Trade & Consumer Market Shows	$12,000.00	$10,000.00	$0.00	$0.00	$0.00	$2,000.00
	6400.00	Staffing - Marketing (90%)						
		6410 · Staffing - Marketing payroll	$346,000.00	$290,000.00				$56,000.00
		6420 · Staffing - Payroll Taxes - Mktg	$27,000.00	$22,000.00				$5,000.00
		6440 · Health insurance	$48,000.00	$36,000.00				$12,000.00
		6450 · 401K	$10,000.00	$8,000.00				$2,000.00
40.92%	Total 6400	Staffing - Marketing	$431,000.00	$356,000.00	$0.00	$0.00	$0.00	$75,000.00
	6655.00	Vehicle - Van Expenses	$7,500.00	$7,500.00				
	6700.00	Website						
		6710 - Explore Butte County Website	$50,000.00	$50,000.00				
		6720 - Travel Chico Website	$3,600.00					$3,600.00
		6730 · Direct Booking Platform	$13,000.00	$13,000.00				
		6740 · Butte365 Community Calendar	$15,000.00			$15,000.00		
		6750 - Hubspot	$30,200.00	$16,800.00	$5,000.00			$8,400.00
9.17%	Total 6700	Website	$111,800.00	$79,800.00	$5,000.00	$15,000.00	$0.00	$12,000.00
110.82%	*Total 6000 - Sales and Marketing Expense*		$1,112,750.00	$964,150.00	$5,000.00	$18,600.00	$0.00	$126,500.00
	6800 - Destination Management Activity							
	6830.00	Destination Management Planning	$70,000.00		$58,000.00		$12,000.00	
	6840.00	BC Film Commission	$2,400.00	$2,400.00				
	6850.00	Innovation & Experimental Programs	$2,000.00	$2,000.00				
	Total 6800 - Destination Management Activity		$74,400.00	$4,400.00	$58,000.00	$0.00	$12,000.00	$0.00
	6900 - Zone Micro-Funding							
	6905.00	Outside contract Services						
	6910.00	Chico Zone/Travel Chico	$20,000.00					$20,000.00
	6920.00	Paradise Zone	$7,000.00				$7,000.00	

Proposed 2026 Budget for Review					Class - 01	Class - 02	Class - 03	Class - 04	Class - 05
					TBID Program Funding ONLY	Reserve Funds Expected to be Spent 2025	Cooperative Program Funding	Deferred MicroFunding	Travel Chico/Chico MicroZone Funding
		6930.00	Oroville Zone	$15,000.00				$15,000.00	
		3940.00	Other Zone - County	$3,000.00				$3,000.00	
		3950.00	Gridley Zone	$2,000.00				$2,000.00	
	Total 6900 - Zone and Micro-Marketing			$47,000.00	$0.00	$0.00	$0.00	$27,000.00	$20,000.00
Original Budget $981,300	*Total Sales & Marketing*			*$1,234,150.00*	$968,550.00	$63,000.00	$18,600.00	$39,000.00	$146,500.00
	7000 - Administration			10%	$111,540.00				
		7010.00	Advertising	$500.00	$500.00				
		7020.00	Bank Fees	$120.00	$120.00				
		7030.00	Conferences & Education	$7,000.00	$7,000.00				
		7060.00	Filing Fees/Taxes	$4,000.00	$4,000.00				
		7070.00	General Administration	$7,000.00	$1,000.00				$6,000.00
		7100.00	Insurance	$2,500.00	$2,500.00				
		7200.00	Meals	$1,200.00	$1,200.00				
		7300.00	Office Supplies	$3,000.00	$3,000.00				
		7310.00	Postage	$1,000.00	$1,000.00				
		7320.00	Printing and Copying	$600.00	$600.00				
		7330.00	Professional Fees - Accounting	$40,000.00	$40,000.00				
		7340.00	Professional Fees - Legal	$3,000.00	$3,000.00				
		7350.00	Professional Fees - Human Resources	$6,500.00	$6,500.00				
		7360.00	Rent / Office Space	$9,000.00	$9,000.00				
		7370.00	401K Administration	$1,500.00	$1,500.00				
		7400.00	Staffing - Admin (10%)						
			7410 · Staffing - Admin Payroll	$30,000.00	$30,000.00				
			7420 · Payroll taxes - admin	$2,420.00	$2,420.00				
			7440 · Health insurance	$5,200.00	$5,200.00				
			7450 · 401K	$1,190.00	$1,190.00				
34.79%		Total 7400	Staffing - Admin	$38,810.00	$38,810.00	$0.00	$0.00	$0.00	$0.00
		7500.00	Subscriptions	$1,500.00	$1,500.00				
		7560.00	Telephone, Telecommunications	$2,400.00	$2,400.00				
		7570.00	Travel	$1,800.00	$1,800.00				
		7900.00	Admin Expense Other	$250.00	$250.00				
Original Budget $126,180	*Total 7000 - Administration Expense*			*$131,680.00*	$125,680.00	$0.00	$0.00	$0.00	$6,000.00
	Total Expense			*$1,365,830.00*	*$1,094,230.00*	*$63,000.00*	*$18,600.00*	*$39,000.00*	*$152,500.00*
	Net Ordinary Income			-$37,950.00	-$3,950.00	-$43,000.00	$0.00	$0.00	$7,500.00
Net Income				-$37,950.00	-$3,950.00	-$43,000.00	$0.00	$0.00	$7,500.00

Proposed 2026 Budget for Review				Class - 01	Class - 02	Class - 03	Class - 04	Class - 05
				TBID Program Funding ONLY	Reserve Funds Expected to be Spent 2025	Cooperative Program Funding	Deferred MicroFunding	Travel Chico/Chico MicroZone Funding
	4000 - Program Income							
		4200.00	Butte County	$15,000.00	$15,000.00			
		4300.00	Chico	$1,000,000.00	$1,000,000.00			
		4350.00	Gridley	$11,000.00	$11,000.00			
		4400.00	Oroville	$180,000.00	$180,000.00			
		4500.00	Paradise	$50,000.00	$50,000.00			
		Total 4000	Program Income	$1,256,000.00	$1,256,000.00			
	4800 - Other Types of Income							
		4800.00	Other Types of Income					
		4810.00	Interest Income	$0.00				
		4811.00	Butte County - MicroFunding	$3,000.00			$3,000.00	
		4820.00	City of Chico - MicroFunding	$120,000.00				$120,000.00
		4860.00	City of Gridley - MicroFunding	$2,000.00			$2,000.00	
		4830.00	City of Oroville - MicroFunding	$27,000.00			$27,000.00	
		4840.00	Town of Paradise - MicroFunding	$7,000.00			$7,000.00	
		4850.00	Cooperative Program Funding	$57,000.00		$37,000.00		$20,000.00
		Total 4800	Other Types of Income	$216,000.00	$0.00	$0.00	$37,000.00	$39,000.00	$140,000.00
Total Income				*$1,472,000.00*	*$1,256,000.00*	*$0.00*	*$37,000.00*	*$39,000.00*	*$140,000.00*
Cost of Goods Sold								
	5000 - 2% Fee							
		5200.00	2% Fee Butte County	$300.00	$300.00			
		5300.00	2% Fee Chico	$20,000.00	$20,000.00			
		5350.00	2% Fee Gridley	$220.00	$220.00			
		5400.00	2% Fee Oroivlle	$3,600.00	$3,600.00			
		5500.00	2% Fee Paradise	$1,000.00	$1,000.00			
		Total 5000	2% Fee	$25,120.00	$25,120.00	$0.00	$0.00	$0.00	$0.00
AS AN FYI	MicroFunding Deferred Revenue							
	10% Fee							
			10% Butte County	$1,500.00	$1,500.00			
			10% Chico	$100,000.00	$100,000.00			
			10% Gridley	$1,100.00	$1,100.00			
			10% Oroivlle	$18,000.00	$18,000.00			
			10% Paradise	$5,000.00	$5,000.00			
			10% Defered Revenues	$125,600.00	$125,600.00	$0.00	$0.00	$0.00	$0.00
Net Income				$1,321,280.00	$1,105,280.00	$0.00	$37,000.00	$39,000.00	$140,000.00

Proposed 2026 Budget for Review						Class - 01		Class - 02		Class - 03		Class - 04		Class - 05
						TBID Program Funding ONLY		Reserve Funds Expected to be Spent 2025		Cooperative Program Funding		Deferred MicroFunding		Travel Chico/Chico MicroZone Funding
	Expense													
		6000 - Sales and Marketing Expense			78%	$979,680.00								
			6010.00	Advertising										
				6011 - Advertising - Adwords/SEM	$14,000.00	$ 14,000.00								
				6012 - Advertising - Digital	$36,000.00	$ 36,000.00								
				6013 - Advertising - Social Media	$58,000.00	$ 46,000.00				$6,000.00				$6,000.00
				6014 - Advertising - OOH Activation/Storytelling Partnerships	$25,000.00	$ 25,000.00								
				6015 - Advertising - Print	$5,000.00	$ 5,000.00								
				6016 - Advertising - Other	$21,000.00	$ 15,000.00				$6,000.00				
				6017 - Advertising - Regional Partnerships	$5,000.00	$ 5,000.00								
				6018 - Advertising - Agency Media Buy	$0.00									
				6019 - Advertising - Visit CA Advertisements	$15,000.00	$ 15,000.00								
16.43%			Total 6010	Advertising	$179,000.00	$161,000.00		$0.00		$12,000.00		$0.00		$6,000.00
			6030.00	Conferences & Education										
				6031 - CalTravel Annual Summit	$8,500.00	$6,000.00								$2,500.00
				6032 - Destination Internation Annual Convention	$6,000.00	$6,000.00								
				6033 - Destination Internation Summits	$8,000.00	$8,000.00								
				6034 - OneWest Summits	$8,000.00	$8,000.00								
				6035 - Board Leadership Retreat	$5,000.00	$5,000.00								
				6036 - Other	$4,500.00	$2,000.00								$2,500.00
				6037 - Visit California	$3,000.00	$3,000.00								
				6038 - US Travel	$7,000.00	$7,000.00								
4.59%			Total 6030	Conferences & Education	$50,000.00	$45,000.00		$0.00		$0.00		$0.00		$5,000.00
			6050.00	Creative Services										
				6051 - Creative - Video & Photography	$20,000.00	$15,000.00								$5,000.00
				6052 - Creative - Written	$5,000.00	$5,000.00								
				6053 - Creative - Influencer	$30,000.00	$25,000.00								$5,000.00
				6054 - Creative - Other	$2,500.00	$2,500.00								
				6055 - Creative - Agency/Brand Audit & Refresh	$50,000.00	$50,000.00								
				6056 - Creative - Visitor Guide/Field Trail Guides	$35,000.00	$30,000.00								$5,000.00
				6057 - Creative - Podcast	$0.00									
				6058 - Creative - Regional Partnerships	$0.00									
13.01%			Total 6050	Creative Services	$142,500.00	$127,500.00		$0.00		$0.00		$0.00		$15,000.00
			6070.00	Dues and Memberships	$10,000.00	$10,000.00								
			6100.00	Marketing Contracts										
				6110 · Marketing Account Management	$50,000.00	$50,000.00								
				6130 · PR Agency Account Management	$36,000.00	$36,000.00								
				6140 · Photography DAMS	$7,500.00	$7,500.00								

Proposed 2026 Budget for Review					Class - 01	Class - 02	Class - 03	Class - 04	Class - 05
					TBID Program Funding ONLY	Reserve Funds Expected to be Spent 2025	Cooperative Program Funding	Deferred MicroFunding	Travel Chico/Chico MicroZone Funding
			6150 · Research & Data	$40,000.00	$40,000.00				
			6170 · Project Management	$0.00					
13.63%		Total 6100	Marketing Contracts	$133,500.00	$133,500.00	$0.00	$0.00	$0.00	$0.00
Other		6200.00	Meals	$1,200.00	$1,200.00				
16600.00		6300.00	Office Supplies	$1,200.00	$1,200.00				
		6310.00	Postage	$3,000.00	$3,000.00				
		6320.00	Printing						
			6321 - Adventure Guide	$6,000.00	$6,000.00				
			6322 - Promotional Materials	$16,000.00	$6,000.00				$10,000.00
			6323 - Other	$1,000.00	$1,000.00				
		6340.00	Public Relations - Media						
			6341 · Media/Public Relations Events (Out of Market)	$5,000.00	$5,000.00				
			6342 - Media Trips/FAM Tours (In Market)	$5,000.00	$5,000.00				
1.02%		Total 6340	Public Relations - Media	$10,000.00	$10,000.00	$0.00	$0.00	$0.00	$0.00
		6350.00	Sales & Marketing Exp. Other	$1,200.00	$1,200.00				
		6355.00	Hospitality for Hospitality	$2,000.00	$2,000.00				
		6360.00	Rent / Office Space	$3,000.00	$3,000.00				
		6370.00	Sponsorship Marketing	$5,000.00	$5,000.00				
		6380.00	Travel Trade & Consumer Market Shows						
			6381 - Consumer Shows	$5,000.00	$5,000.00				
			6382 - Travel Trade Events (Out of Market)	$5,000.00	$5,000.00				
			6383 - Travel Trade Trips/FAM Tours (In Market)	$2,500.00	$2,500.00				
			6384 - Other	$0.00					
1.28%		Total 6380	Travel Trade & Consumer Market Shows	$12,500.00	$12,500.00	$0.00	$0.00	$0.00	$0.00
		6400.00	Staffing - Marketing (90%)						
			6410 · Staffing - Marketing payroll	$346,000.00	$290,000.00				$56,000.00
			6420 · Staffing - Payroll Taxes - Mktg	$27,000.00	$22,000.00				$5,000.00
			6430 · Workers comp insurance	$2,500.00	$2,500.00				
			6440 · Health insurance	$48,000.00	$36,000.00				$12,000.00
			6450 · 401K	$10,000.00	$8,000.00				$2,000.00
36.59%		Total 6400	Staffing - Marketing	$433,500.00	$358,500.00	$0.00	$0.00	$0.00	$75,000.00
		6655.00	Vehicle - Van Expenses	$7,500.00	$7,500.00				
		6700.00	Website						
			6710 - Explore Butte County Website	$50,000.00	$50,000.00				

Proposed 2026 Budget for Review					Class - 01	Class - 02	Class - 03	Class - 04	Class - 05
					TBID Program Funding ONLY	Reserve Funds Expected to be Spent 2025	Cooperative Program Funding	Deferred MicroFunding	Travel Chico/Chico MicroZone Funding
			6720 - Travel Chico Website	$5,000.00					$5,000.00
			6730 · Direct Booking Platform	$13,000.00	$13,000.00				
			6740 · Butte365 Community Calendar	$15,000.00			$15,000.00		
			6750 - Hubspot	$30,200.00	$16,800.00	$5,000.00			$8,400.00
8.15%		Total 6700	Website	$113,200.00	$79,800.00	$5,000.00	$15,000.00	$0.00	$13,400.00
99.51%		*Total 6000 - Sales and Marketing Expense*		$1,131,300.00	$974,900.00	$5,000.00	$27,000.00	$0.00	$124,400.00
		6800 - Destination Management Activity							
		6830.00	Destination Management Planning	$50,000.00		$38,000.00		$12,000.00	
		6840.00	BC Film Commission	$2,400.00	$2,400.00				
		6850.00	Innovation & Experimental Programs	$14,000.00	$4,000.00		$10,000.00		
		Total 6800 - Destination Management Activity		$66,400.00	$6,400.00	$38,000.00	$10,000.00	$12,000.00	$0.00
		6900 - Zone Micro-Funding							
		6905.00	Outside contract Services						
		6910.00	Chico Zone/Travel Chico	$10,000.00					$10,000.00
		6920.00	Paradise Zone	$7,000.00				$7,000.00	
		6930.00	Oroville Zone	$15,000.00				$15,000.00	
		3940.00	Other Zone - County	$3,000.00				$3,000.00	
		3950.00	Gridley Zone	$2,000.00				$2,000.00	
		Total 6900 - Zone and Micro-Marketing		$37,000.00	$0.00	$0.00	$0.00	$27,000.00	$10,000.00
$1,620.00	*Total Sales & Marketing*			*$1,234,700.00*	$981,300.00	$43,000.00	$37,000.00	$39,000.00	$134,400.00
		7000 - Administration		10%	$125,600.00				
		7010.00	Advertising	$500.00	$500.00				
		7020.00	Bank Fees	$120.00	$120.00				
		7030.00	Conferences & Education	$7,000.00	$7,000.00				
		7060.00	Filing Fees/Taxes	$4,000.00	$4,000.00				
		7070.00	General Administration	$6,000.00	$1,000.00				$5,000.00
		7100.00	Insurance	$2,500.00	$2,500.00				
		7200.00	Meals	$1,200.00	$1,200.00				
		7300.00	Office Supplies	$3,000.00	$3,000.00				
		7310.00	Postage	$1,000.00	$1,000.00				
		7320.00	Printing and Copying	$600.00	$600.00				
		7330.00	Professional Fees - Accounting	$40,000.00	$40,000.00				
		7340.00	Professional Fees - Legal	$3,000.00	$3,000.00				
		7350.00	Professional Fees - Human Resources	$6,500.00	$6,500.00				

Proposed 2026 Budget for Review					Class - 01	Class - 02	Class - 03	Class - 04	Class - 05
					TBID Program Funding ONLY	Reserve Funds Expected to be Spent 2025	Cooperative Program Funding	Deferred MicroFunding	Travel Chico/Chico MicroZone Funding
		7360.00	Rent / Office Space	$9,000.00	$9,000.00				
		7370.00	401K Administration	$1,500.00	$1,500.00				
		7400.00	Staffing - Admin (10%)						
			7410 · Staffing - Admin Payroll	$30,000.00	$30,000.00				
			7420 · Payroll taxes - admin	$2,420.00	$2,420.00				
			7430 · Workers comp insurance	$500.00	$500.00				
			7440 · Health insurance	$5,200.00	$5,200.00				
			7450 · 401K	$1,190.00	$1,190.00				
31.30%		Total 7400	Staffing - Admin	$39,310.00	$39,310.00	$0.00	$0.00	$0.00	$0.00
		7500.00	Subscriptions	$1,500.00	$1,500.00				
		7560.00	Telephone, Telecommunications	$2,400.00	$2,400.00				
		7570.00	Travel	$1,800.00	$1,800.00				
		7900.00	Admin Expense Other	$250.00	$250.00				
$580.00		*Total 7000 - Administration Expense*		*$131,180.00*	$126,180.00	$0.00	$0.00	$0.00	$5,000.00
	Total Expense			*$1,365,880.00*	*$1,107,480.00*	*$43,000.00*	*$37,000.00*	*$39,000.00*	*$139,400.00*
	Net Ordinary Income			-$44,600.00	-$2,200.00	-$43,000.00	$0.00	$0.00	$600.00
Net Income				-$44,600.00	-$2,200.00	-$43,000.00	$0.00	$0.00	$600.00
				39.46%					
		Notes:							

Butte County TBID Jurisdiction Income Tracking

2025	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec		10% for zone	Gross room revenues
Biggs													$0.00	$0.00	$0.00
Butte Co		$595.50		$1,086.91			$792.07	$723.57	$491.00	$356.93	$3,757.91		$7,208.39	$720.84	$344,136.10
Chico [1]	$ 28,006.92	$ 26,214.45	$ 20,737.06	$ 15,924.45	$32,509.84	$36,408.77	$21,241.29	$20,092.17	$54,510.00	$38,993.87	$43,143.21	$40,322.85	$378,104.88	$37,810.49	$17,135,544.70
Chico 2nd	$ 17,930.02	$ 30,221.35	$ 29,609.67	$35,429.96	$32,618.51	$42,649.97	$45,585.48	$39,555.82	$34,724.38	$36,317.97	$30,367.66	$33,496.04	$408,506.83	$40,850.68	$19,076,281.00
Gridley			$5,543.35			$1,852.11			$1,434.70				$8,830.16	$883.02	$427,161.00
Paradise			$4,344.54			$9,276.06			$26.07			$16,208.56	$29,855.23	$2,985.52	$1,330,415.20
Oroville	$14,068.99	$5,782.32	$7,401.02	$12,963.64	$9,368.89	$11,559.23	$11,839.04	$13,860.61	$15,742.78	$13,343.35		$17,545.13	$133,475.00	$13,347.50	$6,207,437.40
total	$60,005.93	$62,813.62	$67,635.64	$65,404.96	$74,497.24	$101,746.14	$79,457.88	$74,232.17	$106,928.93	$89,012.12	$77,268.78	$107,572.58	$965,980.49	$96,598.05	$44,520,975.40
quarterly totals			$190,455.19			$241,648.34			$260,618.98			$273,853.48			
half year						$432,103.53						$534,472.46			

2026	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec		10% for zone	Gross room revenues
Biggs													$0.00	$0.00	$0.00
Butte Co	$107.88					$629.56							$629.56	$62.96	$31,478.00
Chico [2]	$ 17,348.52	$29,793.90	$43,449.40	$ 48,550.91	$60,917.41								$200,060.14	$20,006.01	$10,003,007.00
Chico 2nd	$ 24,049.36	$17,348.52	$ 32,054.26	$11,477.80	$19,827.63								$104,757.57	$10,475.76	$5,237,878.50
Gridley			$2,090.77			$1,381.09							$3,471.86	$347.19	$173,593.00
Paradise			$4,629.02										$4,629.02	$462.90	$231,451.00
Oroville	$15,217.69	$10,361.79	$11,214.80	$3,914.50	$11,224.08								$51,932.86	$5,193.29	$2,596,643.00
total	$56,723.45	$57,504.21	$93,438.25	$63,943.21	$91,969.12	$2,010.65	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$365,481.01	$36,548.10	$18,274,050.50
quarterly totals			$207,665.91			$157,922.98			$0.00			$0.00			
half year						$365,588.89						$0.00			
2025 vs 2026	*$56,723.45*	*$57,504.21*	*$25,802.61*	*$63,943.21*	*$91,969.12*	*-$99,735.49*	*$0.00*	*$0.00*	*-$106,928.93*	*$0.00*	*$0.00*	*-$107,572.58*	*-$600,499.48*		*$18,274,050.50*
quarterly totals			*$17,210.72*			*-$83,725.36*			*-$260,618.98*			*-$273,853.48*			
half year						*-$66,514.64*						*-$534,472.46*			
Butte Co	*$107.88*	*-$595.50*	*$0.00*	*-$1,086.91*	*$0.00*	*$629.56*	*-$792.07*	*-$723.57*	*-$491.00*	*-$356.93*	*-$3,757.91*	*$0.00*	*-$6,578.83*		*-$26,177,340.70*
Chico	*-$4,539.06*	*-$9,293.38*	*$25,156.93*	*$8,674.30*	*$15,616.69*	*-$79,058.74*	*-$66,826.77*	*-$59,647.99*	*-$89,234.38*	*-$75,311.84*	*-$73,510.87*	*-$73,818.89*	*-$481,794.00*		*-$3,835,395.50*
Gridley			*-$3,452.58*			*-$471.02*			*-$1,434.70*			*$0.00*	*-$5,358.30*		*$4,810,717.50*
Paradise			*$284.48*			*-$9,276.06*			*-$26.07*			*-$16,208.56*	*-$25,226.21*		*-$1,583,983.20*
Oroville	*$1,148.70*	*$4,579.47*	*$3,813.78*	*-$9,049.14*	*$1,855.19*	*-$11,559.23*	*-$11,839.04*	*-$13,860.61*	*-$15,742.78*	*-$13,343.35*	*$0.00*	*-$17,545.13*	*-$81,542.14*		*-$41,924,332.40*

RESOLUTION TO ESTABLISH THE AD HOC NOMINATING COMMITTEE FORM THE 2026-2028 TERM

WHEREAS, the Explore Butte County Board of Directors (the "Board") is committed to ensuring that the Board is composed of qualified and dedicated individuals who are representative of the tourism industry in Butte County; and

WHEREAS, a Nominating Committee can help to ensure that the Board is composed of a diverse group of individuals with the skills and experience necessary to lead the organization;

NOW, THEREFORE, BE IT RESOLVED by the Explore Butte County Board of Directors that:

1. A Nominating Committee (the "Committee") is hereby created.
2. The Committee shall be composed of at least three (3) members of the Board, to be appointed by the President of the Board.
3. The Committee shall be responsible for identifying and recommending qualified candidates for election to the Board for the term 2026-2028.
4. The Committee shall implement the process for soliciting nominations from the Board and from the public according to the Board Member Nomination & Appointment Policy.
5. The Committee shall present a slate of recommended candidates to the Board at the September 2026 Annual Meeting.
6. The Committee shall be ad hoc, meeting for the single purpose to present a slate of recommended candidates to the Board, and shall be dissolved after the September 2026 Annual Meeting.

BE IT FURTHER RESOLVED that the Committee is subject to the direction and control of the full Board; now, therefore it be

BE IT FURTHER RESOLVED that this Resolution shall take effect immediately upon its passage.

Approved:

Tamba Sellu
President, Board of Directors

Kate pinsonneault
Secretary, Board of Directors

travel chico

YEAR IN REVIEW

JULY 2025 - JUNE 2026

Travel Chico Partnership

Travel Chico is a partnership between the City of Chico and Explore Butte County for the promotion of Chico as a visitor destination. Funding comes from the City of Chico and from the Butte County Tourism Business Improvement District - Chico Micro Zone Funding.

Contact Information:
Nichole Farley, President & CEO, Explore Butte County
nichole@explorebuttecounty.com

Ashley Baer, Marketing Director, Explore Butte County
ashley@explorebuttecounty.com

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3 SOCIAL MEDIA PERFORMANCE

4 ASSETS & COLLATERAL

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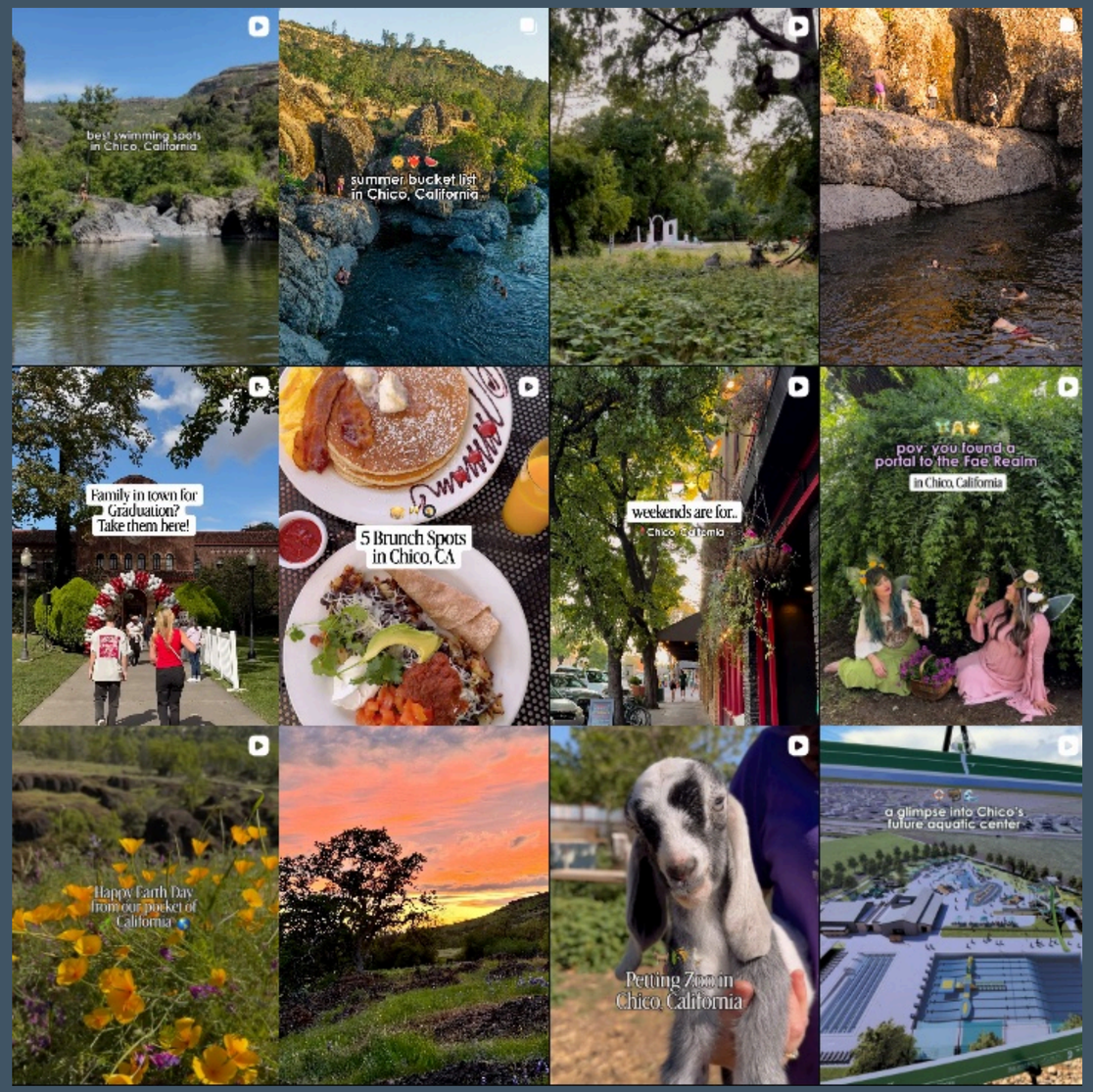
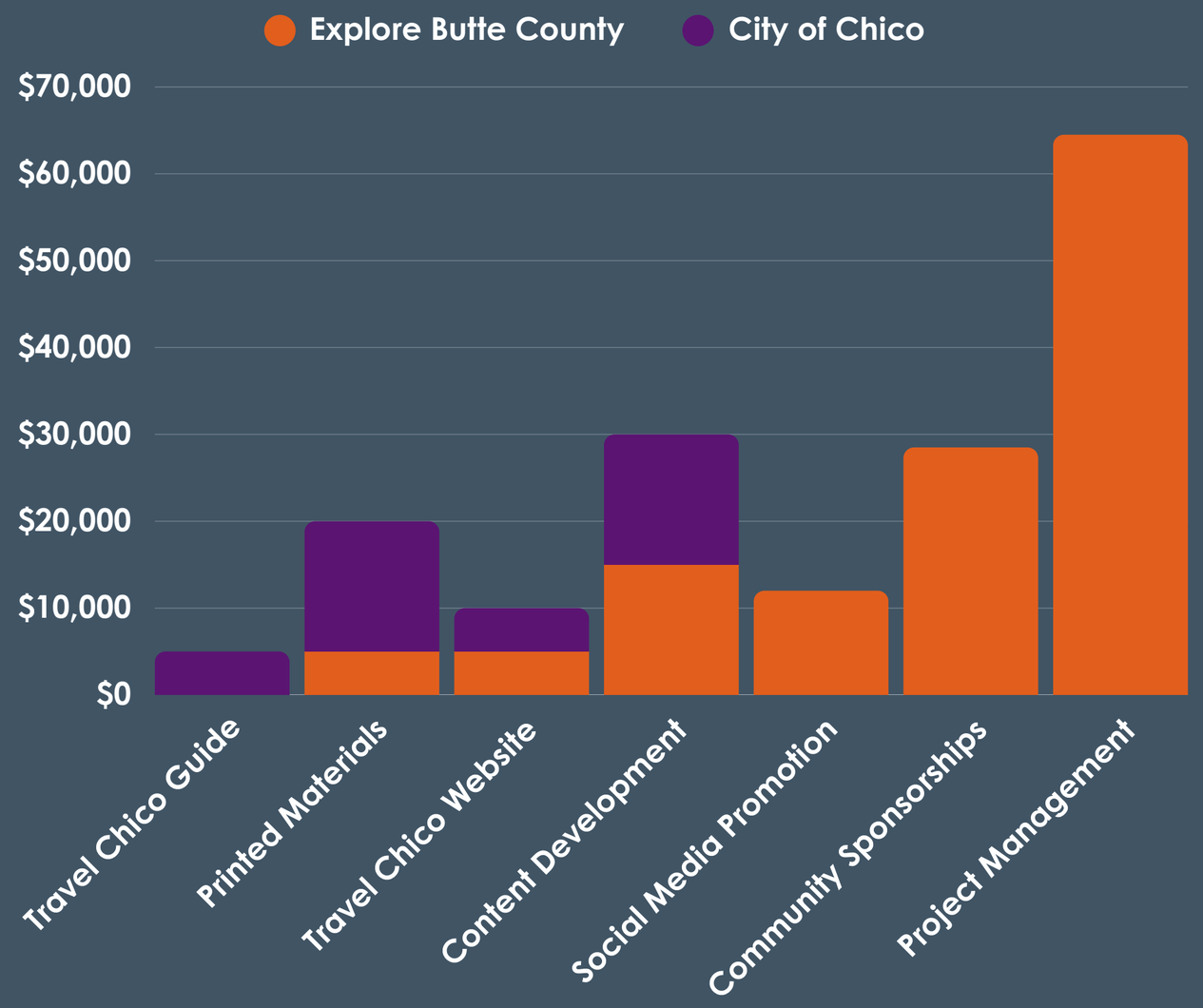
6 HISTORICAL FUNDING DISTRIBUTION



FY 2025/2026 Funding Distribution

IN FY 2025/2026, THE CITY OF CHICO CONTRIBUTED $40,000 FOR THE MAINTENANCE OF THE TRAVEL CHICO BRAND.

EXPLORE BUTTE COUNTY INVESTED AN ESTIMATED $130,000 TO PROMOTE CHICO AND SPONSOR COMMUNITY EVENTS.



2025/2026 Chico Zone Marketing Sponsorships

Funding for Chico Zone Marketing Sponsorships comes from the
Butte County Tourism Business Improvement District, managed by Explore Butte County.

CARD Aquatic Center
$7,500

Wildflower Century
$5,000

MONCA
$5,000

Saturday Concerts in to Park
$2,500

Fringe Festival
$2,500

2025/2026 Chico Zone Marketing Sponsorships

Funding for Chico Zone Marketing Sponsorships comes from the Butte County Tourism Business Improvement District, managed by Explore Butte County.

- Endagered Species Faire - $1,000
- CHIvaa - $1,000
- Wildflower Music Festival - $1,000
- Bonfire Storytelling - $1,000
- KZFR's Annual Beats & Brews - $1,000
- Juneteen Celebration - $1,000

Marketing Activity & Results

JULY 2025 - JUNE 2026

WEBSITE PERFORMANCE

Total Website Users

27,814

Compared to Previous Period

+288.8%

Website Engaged Sessions

17,847

Compared to Previous Period

+123.8%

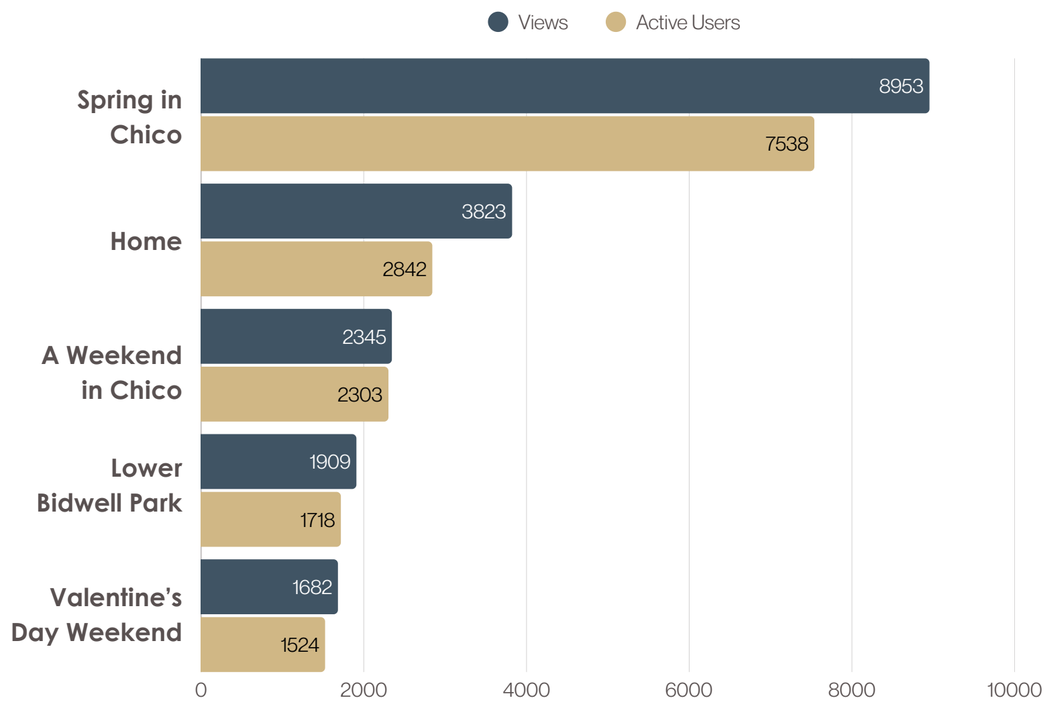
Events & Engagements

38.8K
Pageviews

4,970
Clicks

0:16
Avg. Engagement Time/Active User

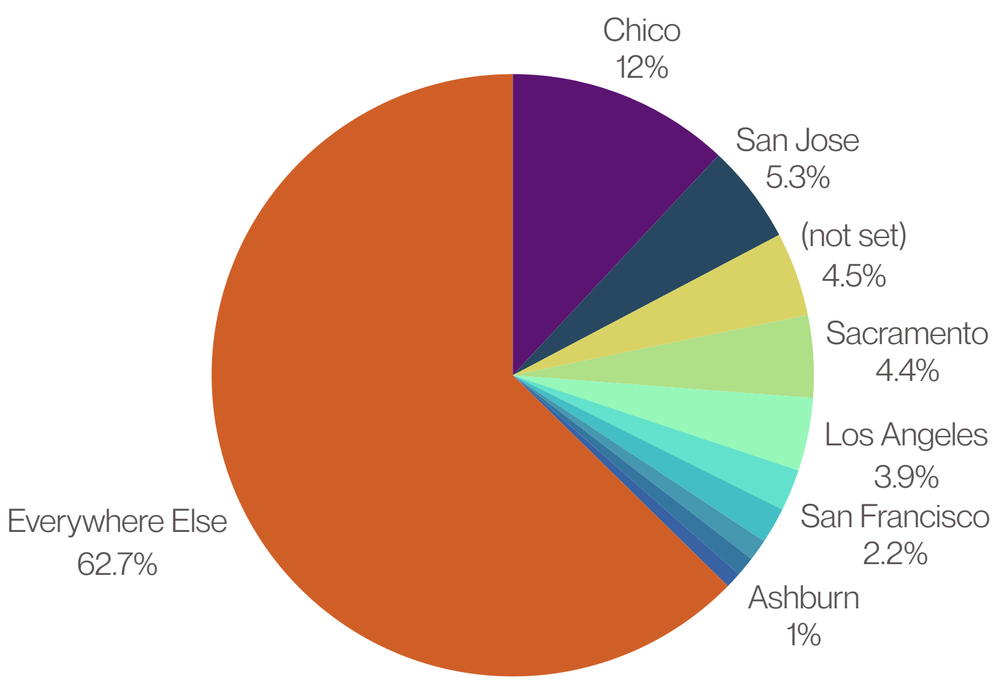
Top-Performing Pages



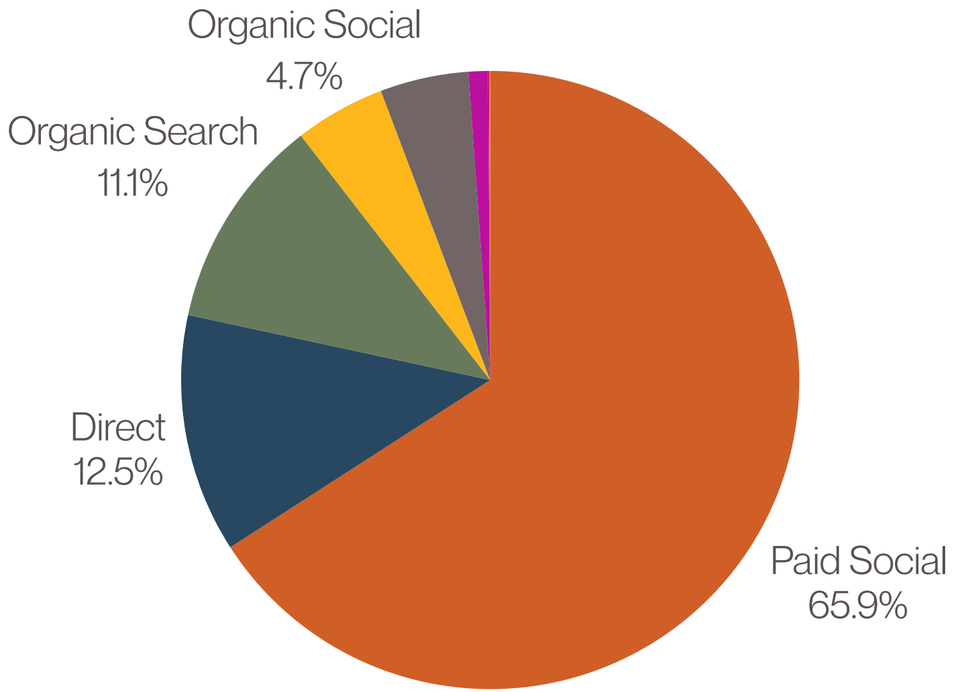
JULY 2025 - JUNE 2026

WEBSITE PERFORMANCE

Users by City



Traffic Sources



JULY 2025 - JUNE 2026

SOCIAL MEDIA PERFORMANCE

Across Facebook, Instagram, TikTok and YouTube. Includes numbers from collaborative influencer posts.

Total Followers

24,912

Compared to Previous Period

+120%

4,182 Facebook

13,103 Instagram

6,930 TikTok

697 YouTube

Total Impressions

6,349,382

Compared to Previous Period

+116%

130,210
Influencer Impressions

Total Engagements

254,301

Compared to Previous Period

+422.6%

6,471
Influencer Engagements

Total Posts

1,231

Compared to Previous Period

-51.2%

JULY 2025 - JUNE 2026

FB TOP PERFORMING POSTS

Includes both organic and paid posts

Travel Chico
Wed 2026/5/27 9:21 am PDT

Chico's best swim spots 🌊✨ Save this for your next hot afternoon when you need somewhere to cool off this summer!!...

Engagements	15,473
Reactions	8,849
Comments	378
Shares	896
Post Link Clicks	177
Other Post Clicks	5,173

Travel Chico
Thu 2026/4/9 2:25 pm PDT

Catch us on the lazy river come fall 🌬️ 🛟 It was such a treat getting to walk through the Chico Area Recreation & Park District Aquat...

Engagements	5,974
Reactions	3,939
Comments	182
Shares	267
Post Link Clicks	—
Other Post Clicks	1,586

Travel Chico
Mon 2026/3/30 3:25 pm PDT

Defrost on the Yahi Trail 🟠 one of Chico's most loved hikes for its access to timeless swimming spots and canyon views....

Engagements	4,781
Reactions	3,537
Comments	122
Shares	300
Post Link Clicks	18
Other Post Clicks	804

Travel Chico
Wed 2025/11/5 4:13 pm PST

It's so dreamy in Lower Park right now. The trails are dressed in their best golden colors, and the air is crisp and clean! 🍂...

Engagements	4,353
Reactions	1,155
Comments	26
Shares	130
Post Link Clicks	1,861
Other Post Clicks	1,181

Travel Chico
Mon 2025/8/11 9:53 am PDT

Perched atop Hotel Katerina, this new rooftop bar pairs handcrafted cocktails and local cuisine with Sierra Nevada foothill views 🥂...

Engagements	2,989
Reactions	266
Comments	60
Shares	37
Post Link Clicks	1,360
Other Post Clicks	1,266

JULY 2025 - JUNE 2026

IG TOP PERFORMING POSTS

Includes both organic and paid posts

travel.chico
Thu 2026/4/9 2:25 pm PDT

Catch us on the lazy river come fall 🌊 🛟 It was such a treat getting to walk through the **@chicorec** Aquatic Center and see all the...

Engagements	6,851
Likes	3,426
Comments	69
Shares	3,176
Saves	180

travel.chico
Tue 2026/5/26 4:20 pm PDT

Chico's best swim spots 🌊 ✨ Save this for your next hot afternoon when you need somewhere to cool off this summer!!...

Engagements	4,897
Likes	2,337
Comments	25
Shares	1,608
Saves	927

travel.chico
Wed 2026/2/4 5:06 pm PST

Connection doesn't have to be expensive 💸 Chico makes it easy to plan a date that feels thoughtful and fun without spending much!...

Engagements	3,056
Likes	1,499
Comments	33
Shares	896
Saves	628

travel.chico
Tue 2026/3/3 5:00 pm PST

Get a taste of what makes Chico so special. 🟠 Grab a coffee, hit the park, and catch a game. Can't wait to see you all for...

Engagements	3,030
Likes	2,387
Comments	33
Shares	469
Saves	141

travel.chico
Tue 2026/4/7 4:20 pm PDT

✨ Thursday Night Market is back in Chico, and we can't wait to watch downtown turn into one big community block party!...

Engagements	2,896
Likes	1,839
Comments	15
Shares	898
Saves	144

JULY 2025 - JUNE 2026

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SOCIAL MEDIA INFLUENCERS & TOP LOCAL COLLABORATORS

@itslaurenkat

Paid Influencer

1 Post

176 Engagements

3,944 Views

@backroadsculture

Paid Influencer; content still to come

2 Posts

7.2K Engagements

132.1K Views

@chicostate

includes secondary CSUC accounts

6 Posts

14.1K Engagements

337.6K Views

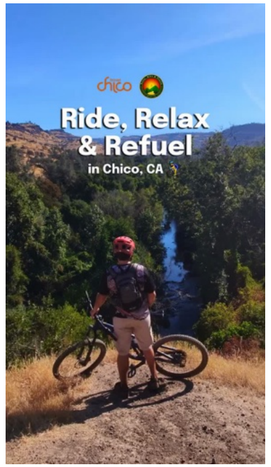
@tails_ales_trails

Reccuring series

3 Posts

356 Engagements

16.3K Views

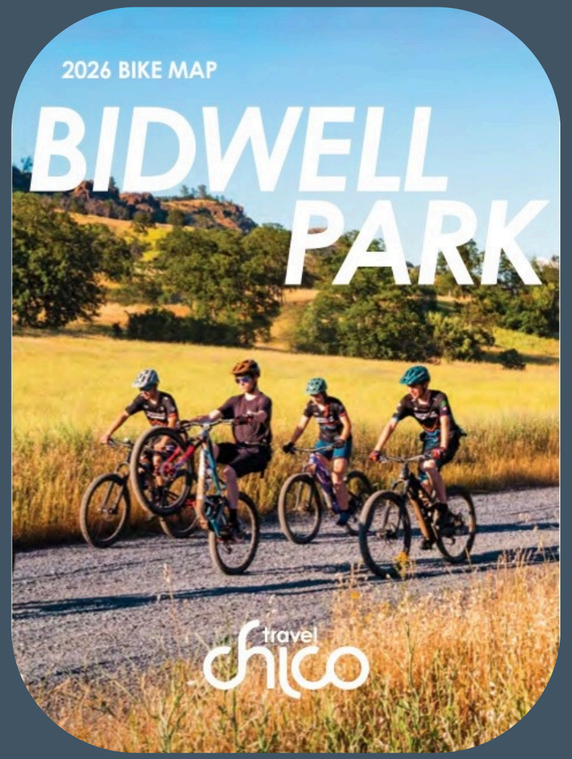


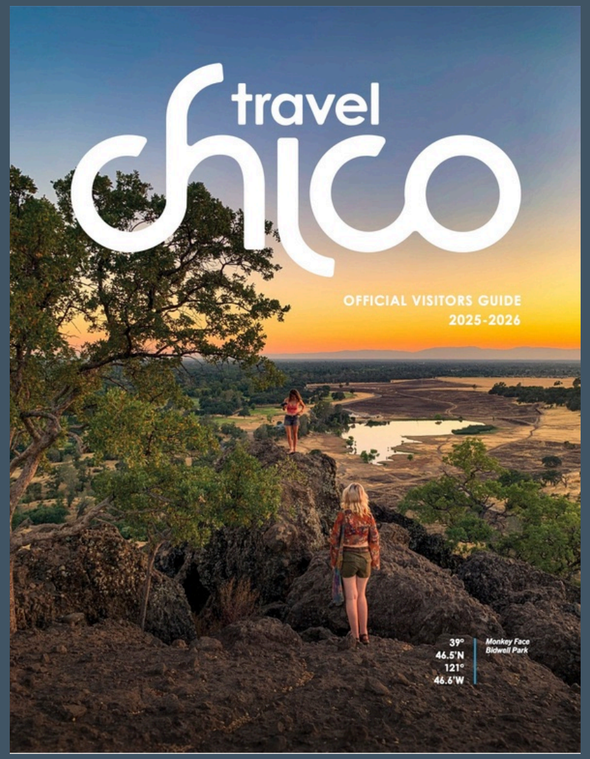
JULY 2025 - JUNE 2026

ASSETS & COLLATERAL

LATINE-OWNED BUSINESSES

NEW ROAD BIKE





VISITORS GUIDE